

BULKY DOCUMENTS

(Exceeds 300 pages)

Proceeding/Serial No: 91180742

Filed: 5-18-09

Title: Trial Declaration Of Mario Ortiz

Part 1 of 1



Processed by Curtis Puryear

TTAB

Applicant/Registrant.

Consolidated Proceedings
Opposition No. 91180742
Cancellation No. 92048446

790 83050

Patent 3,771,771, 1972, 3-10-72, #1

a photograph of a BEN & JERRY'S ice cream shop from the Ben & Jerry's website <http://www.benjerry.com>. Attached hereto as **Opposer's Exhibit PX107** is a true and correct copy of a page from the website <http://www.benjerry.com> stating that there are over 430 BEN & JERRY'S ice cream shops in the United States. Copies of trademark registration records for the BEN & JERRY'S mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

4. I have seen the mark BOB EVANS used in connection with casual restaurants and in connection with food products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX108** is a true and correct copy of a photograph of a BOB EVANS restaurant. Attached hereto as **Opposer's Exhibit PX109** is a true and correct copy of a page from the website <http://www.bobevans.com> stating that there are 591 BOB EVANS restaurants. Attached hereto as **Opposer's Exhibit PX110** is a true and correct copy of a page from the website <http://www.bobevans.com> showing the selection of BOB EVANS products available at third-party retailers. Copies of trademark registration records for the BOB EVANS mark covering International Classes 42, 29 and 30 have been submitted through Notice of Reliance.

5. I have seen the mark BOSTON MARKET used in connection with fast food restaurants and in connection with food products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX111** are true and correct copies of photographs I took showing BOSTON MARKET-brand items for sale at a Pathmark supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX112** is a true and correct copy of a photograph of a BOSTON MARKET restaurant. Attached hereto as **Opposer's Exhibit PX113** is a true and correct copy of a page from the website <http://www.bostonmarket.com> stating that there are approximately 600 BOSTON MARKET

restaurants in 28 states. Attached hereto as **Opposer's Exhibit PX114** is a true and correct copy of a page from the website <http://www.bostonmarket.com> with a map indicating BOSTON MARKET restaurant locations. Attached hereto as **Opposer's Exhibit PX115** is a true and correct copy of a page from the website <http://www.bostonmarket.com> with a map indicating supermarket locations with BOSTON MARKET products. Attached hereto as **Opposer's Exhibit PX116** is a true and correct copy of a page from the website <http://www.bostonmarket.com> describing the company's BOSTON MARKET supermarket offerings. Copies of trademark registration records for the BOSTON MARKET mark covering International Classes 42, 29 and 30 have been submitted through Notice of Reliance.

6. I have seen the mark CARVEL used in connection with ice cream shops and in connection with ice cream products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX117** are true and correct copies of photographs I took showing CARVEL-brand items for sale at a Pathmark supermarket in New Jersey in October 2008. Attached hereto as **Opposer's Exhibit PX118** is a true and correct copy of a photograph of a CARVEL ice cream shop. Attached hereto as **Opposer's Exhibit PX119** is a true and correct copy of a page from the website <http://www.carvel.com> stating that there are over 500 CARVEL foodservice locations covering 25 states, and that CARVEL products are available in over 8,500 supermarkets covering 32 states. Copies of trademark registration records for the CARVEL mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

7. The mark CALIFORNIA PIZZA KITCHEN is used in connection with casual restaurants, and I have seen the mark used in connection with pizzas sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX120** are true and correct copies of photographs I took showing CALIFORNIA PIZZA KITCHEN-brand items for sale at a

Gristedes supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX121** is a true and correct copy of a photograph of a CALIFORNIA PIZZA KITCHEN restaurant. Attached hereto as **Opposer's Exhibit PX122** is a true and correct copy of a page from the website <http://www.cpk.com>, the website for California Pizza Kitchen, stating that there are 240 California Pizza Kitchen restaurants in 33 states and nine foreign countries, and stating that the company "has a strategic alliance with Kraft Pizza Company, a subsidiary of Kraft Foods Inc., to distribute a line of premium frozen pizzas through supermarkets and other retail outlets." Copies of trademark registration records for the CALIFORNIA PIZZA KITCHEN mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

8. I have seen the mark DUNKIN' DONUTS used in connection with donut and coffee shops and in connection with products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX123** is a true and correct copy of a photograph I took showing DUNKIN' DONUTS-brand items for sale at a Pathmark supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX124** is a true and correct copy of a photograph of a DUNKIN' DONUTS restaurant. Attached hereto as **Opposer's Exhibit PX125** is a true and correct copy of a page from the website <http://www.dunkindonuts.com> stating that at the end of 2007 there were 5,769 DUNKIN' DONUTS locations in the United States, and that the company serves more than 3 million customers daily. Copies of trademark registration records for the DUNKIN' DONUTS mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

9. I have seen the mark GODIVA used in connection with candy stores and in connection with products sold through third-party retailers. Attached hereto as **Opposer's Exhibit PX126** are true and correct copies of photographs I took showing GODIVA-brand items for sale at

Macy's department store in New York in October 2008. Attached hereto as **Opposer's Exhibit PX127** is a true and correct copy of a photograph of a GODIVA shop. Attached hereto as **Opposer's Exhibit PX128** is a true and correct copy of a page from the website <http://www.godiva.com> stating that there are over 275 GODIVA boutiques in the North America. Copies of trademark registration records for the GODIVA mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

10. I have seen the mark HÄAGEN-DAZS used in connection with ice cream shops and in connection with products sold through third-party retailers. Attached hereto as **Opposer's Exhibit PX129** are true and correct copies of photographs I took showing HÄAGEN-DAZS-brand items for sale at a Gristedes supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX130** are true and correct copies of a photograph of a HÄAGEN-DAZS shop. Copies of trademark registration records for the HÄAGEN-DAZS mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

11. I have seen the mark HOOTERS used in connection with casual restaurants and in connection with food products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX131** is a true and correct copy of a photograph I took showing HOOTERS-brand items for sale at a Gristedes supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX132** are true and correct copies of a photograph of a HOOTERS restaurant. Attached hereto as **Opposer's Exhibit PX133** is a true and correct copy of a page from the website <http://www.hooters.com> stating that there are over 445 restaurants in the United States and in international locations. Attached hereto as **Opposer's Exhibit PX134** is a true and correct copy of a page from the website <http://www.hooters.com> with a map indicating the

locations of HOOTERS restaurants. Copies of trademark registration records for the HOOTERS mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

12. I have seen the mark MARGARITAVILLE used in connection with casual restaurants and in connection with food products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX135** is a true and correct copy of a photograph I took showing MARGARITAVILLE-brand items for sale at a Pathmark supermarket in New Jersey in October 2008. Attached hereto as **Opposer's Exhibit PX136** is a true and correct copy of a photograph of a MARGARITAVILLE restaurant. Attached hereto as **Opposer's Exhibit PX137** is a true and correct copy of a page from the website indicating the locations of MARGARITAVILLE restaurants. Copies of trademark registration records for the MARGARITAVILLE mark covering International Classes 43 and 30 have been submitted through Notice of Reliance.

13. I have seen the mark MRS. FIELDS used in connection with cookie shops and in connection with cookies sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX138** is a true and correct copy of a photograph I took showing MRS FIELDS-brand items for sale at a Gristedes supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX139** is a true and correct copy of a photograph of a MRS FIELDS shop. Attached hereto as **Opposer's Exhibit PX140** is a true and correct copy of a page from the website <http://www.mrsfields.com> stating that the company has nearly 390 shops in the United States. Copies of trademark registration records for the MRS. FIELDS mark covering International Classes 43 and 30 have been submitted through Notice of Reliance.

14. I have seen the mark NATHAN'S FAMOUS used in connection with hot dog restaurants and in connection with hot dogs sold through third-party retailers such as supermarkets.

Attached hereto as **Opposer's Exhibit PX141** are true and correct copies of photographs I took showing NATHAN'S FAMOUS -brand items for sale at a Pathmark supermarket in New Jersey in October 2008. Attached hereto as **Opposer's Exhibit PX142** is a true and correct copy of a photograph of a NATHAN'S FAMOUS restaurant. Attached hereto as **Opposer's Exhibit PX143** is a true and correct copy of a page from the website <http://www.nathansfamous.com> stating that there are 234 NATHAN'S FAMOUS restaurants, and that NATHAN'S hot dogs are marketed and sold at over 8,000 retail locations and over 10,000 food service locations. Copies of trademark registration records for the NATHAN'S FAMOUS mark covering International Classes 42 and 29 have been submitted through Notice of Reliance.

15. I have seen the mark STARBUCKS used in connection with coffee shops and in connection with coffee-based products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX144** are true and correct copies of photographs I took showing STARBUCKS-brand items for sale at a Gristedes supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX145** is a true and correct copy of a photograph of a STARBUCKS coffee shop. Attached hereto as **Opposer's Exhibit PX146** is a true and correct of a document entitled "Company Fact Sheet" dated February 2008 available at the website <http://www.starbucks.com>, stating that the company has 11,167 company-operated or licensed stores throughout the 50 United States. The "Company Fact Sheet" also states that the company offers the following products at third-party retailers: bottled Starbucks Frappuccino beverages, Starbucks DoubleShot espresso drinks, Starbucks Iced Coffee, whole bean coffee, Starbucks Coffee Liqueurs and superpremium ice cream. Attached as **Opposer's Exhibit PX147** hereto is a true and correct copy of a document entitled "Company Profile" dated February 2008 available at the website <http://www.starbucks.com>, stating that Frapuccino beverages became

available in bottle form in 1996, that Starbucks DoubleShot espresso drinks became available in 2002, that Starbucks ice cream was introduced in 1995 and by 1996 had become the number one brand of coffee ice cream in the United States, and that Starbucks coffee became widely available in third party retailers beginning in 1998. Copies of trademark registration records for the STARBUCKS mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

16. I have seen the mark TACO BELL used in connection with fast food restaurants and in connection with food products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX148** is a true and correct copy of a photograph I took showing TACO BELL-brand items for sale at a Gristedes supermarket in New York, New York in October 2008. Attached hereto as **Opposer's Exhibit PX149** is a true and correct copy of a photograph of a TACO BELL restaurant. Copies of trademark registration records for the TACO BELL mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

17. I have seen the mark T.G.I. FRIDAY'S used in connection with casual restaurants and in connection with food products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX150** are true and correct copies of photographs I took showing T.G.I. FRIDAY'S-brand items for sale at a Pathmark supermarket in New Jersey in October 2008. Attached hereto as **Opposer's Exhibit PX151** is a true and correct copy of a photograph of a T.G.I. FRIDAY'S restaurant. Attached hereto as **Opposer's Exhibit PX152** is a true and correct copy of a page from the website <http://www.fridays.com> stating that there are 609 T.G.I. FRIDAY'S restaurants in the United States operating in 47 states. Copies of trademark registration records for the T.G.I. FRIDAY'S mark covering International Classes 42 and 30 have been submitted through Notice of Reliance.

18. I have seen the mark WHITE CASTLE used in connection with fast food restaurants and in connection with food products (such as hamburgers) sold through third-party retailers including supermarkets. Attached hereto as **Opposer's Exhibit PX153** are true and correct copies of photographs I took showing WHITE CASTLE-brand items for sale at a Pathmark supermarket in New Jersey in October 2008. Attached hereto as **Opposer's Exhibit PX154** is a true and correct copy of a photograph of a WHITE CASTLE restaurant. Attached hereto as **Opposer's Exhibit PX155** is a true and correct copy of a page from the website <http://www.whitecastle.com> stating that there are over 380 WHITE CASTLE restaurants in the United States. Attached hereto as **Opposer's Exhibit PX156** is a true and correct copy of a page from the website <http://www.whitecastle.com> with a map indicating the restaurant and retail distribution of WHITE CASTLE. Attached hereto as **Opposer's Exhibit PX157** is a true and correct copy of a page from the website <http://www.whitecastle.com> showing, as a representative example, where WHITE CASTLE products can be purchased in Ohio: the left hand column lists retail locations, and the right hand column lists restaurants. Copies of trademark registration records for the WHITE CASTLE mark covering International Classes 43 and 30 have been submitted through Notice of Reliance.

19. The mark WOLFGANG PUCK is used in connection with casual restaurants, and I have seen the mark used in connection with food and other products sold through third-party retailers such as supermarkets. Attached hereto as **Opposer's Exhibit PX158** is a true and correct copy of a photograph of a WOLFGANG PUCK restaurant. Attached hereto as **Opposer's Exhibit PX159** is a true and correct copy of a page from the website <http://www.wolfgangpuck.com> stating that the company operates restaurants and distributes consumer products including pizza and soups. Attached hereto as **Opposer's Exhibit PX160** is a true and correct copy of a page from the website

http://www.wolfgangpuck.com showing a map indicating where WOLFGANG PUCK restaurants are located (in green). Attached hereto as **Opposer's Exhibit PX161** is a true and correct copy of a page from the website http://www.wolfgangpuck.com showing the categories of WOLFGANG PUCK products distributed at retail. Copies of trademark registration records for the WOLFGANG PUCK mark covering International Classes 42, 30 and 29 have been submitted through Notice of Reliance.

II. Evidence of Renown of the CRUSH Mark

20. Attached hereto as **Opposer's Exhibit PX162** is a true and correct copy of printouts from Amazon.com, representing search results for a search of books containing the phrase "crush soda" on May 14, 2009. The search resulted in 102 results. Attached hereto as **Opposer's Exhibit PX163** is a true and correct copy of printouts from Amazon.com providing details regarding some of the books shown in Opposer's Exhibit PX162. The title and authors of each book from Opposer's Exhibit PX163 and the relevant quotations are reproduced below:

- a. *Get Real #4: Girl Reporter Snags Crush!* By Linda Ellerbee: "Did it go over everyone's head but mine that our school would sell *only* Crush soda?"
- b. *Deconstructing Sammy: Music, Money, Madness, and the Mob* by Matt Birkbeck: "Along with the jewelry exchange came Sammy's shaving kit, which contained a flask filled with Orange Crush soda and rum."
- c. *Never Sniff a Gift Fish* by Patrick F. McManus: "Either it was that or the splash of Orange Crush soda pop with . . ."
- d. *Finding Home: an Imperfect Path to Faith and Family* by Jim Daly: "For hours I cheered until my voice was hoarse, downed Dodger Dogs and Orange Crush soda, and, for the first time in years, felt like a kid again."

- e. *The Hemi in the Barn: More Great Stories of Automotive Archaeology* by Tom Cotter: “There were Orange Crush soda cans and old porcelain signs from the era.”
- f. *Hoax: A Novel* by Robert K. Tanenbaum: “Second, I don’t *do* lunch, unless you call grabbing a potato knish and an Orange Crush soda between 12:11 and 12:13 Monday through Friday doing lunch.”
- g. *Red Earth, White Earth* by Will Weaver: “On those days Helmer always bought six Orange Crush soda pops.”
- h. *It’s On and Poppin’* by Alastair J. Hatter: “Janelle entered back into the room with two glasses of Orange Crush soda.”
- i. *Man in the Moon* by Dotti Enderle: “An Orange Crush soda bottle sat on the coffee table, wrapped in a cup towel. But if you got close enough, you could smell that it wasn’t Orange Crush in the bottle.”
- j. *Mountain Dew: The History* by Dick Bridgforth: “Orange Crush Corp” listed in a chart.
- k. *Antique & Contemporary Advertising Memorabilia: Identification and Value Guide Second Edition* by B.J. Summers: “Grape Crush dispenser, glass with metal pump.”
- l. *SAT Vocabulary Express: Word Puzzles Designed to Decode the New SAT* by Jacqueline Byrne, Michael Ashley: “Maker of Orange Crush” appearing as crossword puzzle clue.
- m. *In Control: The Rebirth of an NFL Legend* by Thomas Henderson, Frank Luksa: “When we beat the Denver Broncos and their Orange Crush defense I took a can of orange crush soda and bit into it.”

- n. *Indian-Made: Navajo Culture in the Marketplace, 1868-1940* by Erika Marie Bsumek: “Other traders reported that Blue Bird flour, Arbuckle’s coffee, Orange Crush soda, Levi’s jeans, Coleman lights and fuel, Wheaties cereal, PET condensed milk, Del Monte tomatoes, and Buster Brown shoes were favored brands across the reservation.”
- o. *Heritage Political & Americana Auction #685* by Heritage Auctions, Inc.: “Orange Crush Soda Tray Lot of Two, both are vintage trays and show some wear.”
- p. *Sis* by Edna Romero: “She went straight to the pop machine, retrieved the hidden key from behind it, and then helped herself to a free Orange Crush soda.”
- q. *Freezing Tillie: An Alliance of Strangers* by Gary Barnes: “. . . Orange Crush soda nor his change, Curtis wrestled the large refrigerator to the window and with the same leg kick he used on the punching bag, karate kicked the machine to the parking lot . . . three floors below.”
- r. *What Matters Most* by Nicole Bokar: “The inside was worse, decorated 1970s: a couch the color of Orange Crush soda, a rust-and-yellow shag carpet with God knew what parasites inhabiting its filthy strands, tabletops lined with flaking copies of ancient *Life* magazines, and a damp, moldy basement with a television but no cable service, rendering it useless.”
- s. *Evolution of the Human Diet: the Known, The Unknown, and the Unknowable* by Peter S. Ungar: “Orange Crush soda.”

21. Attached hereto as **Opposer’s Exhibit PX164** is a true and correct copy of printouts from Amazon.com, representing a sample of books resulting from a search for books containing the

phrase “orange crush” on October 9 and 10, 2008. The title and authors of each book from Opposer’s Exhibit PX164 and the relevant quotations are reproduced below

- a. *Love the One You’re With* by Emily Giffin: “Andy laughs again as I turn back toward my huge, walk-in closet, only about third filled, and select a pair of jeans, leather flip-flops and a vintage Orange Crush T-shirt.”
- b. *Hell’s Angels: A Strange and Terrible Saga* by Hunter S. Thompson: “Gut slumped in his wooden chair, sipping an Orange Crush and staring off at the sky.”
- c. *Hide and Seek (The Sisterhood: Rules of the Game, Book 1)* by Fern Michaels: “Go through the drive-thru and get me a hot dog and an Orange Crush.”
- d. *She’s Come Undone* by Wally Lamb: “I’d wave away the change she offered whenever I returned from the basement soda machine with her Orange Crushes.”
- e. *It* by Stephen King: “By 3:30 P.M. the mercury in the Orange Crush thermometer outside the door of the Secondhand Rose, Secondhand Clothes read eighty-three—the highest reading of the young season.”
- f. *All over but the Shoutin’* by Rick Bragg: “My momma looked for anything she could sell, copper wires, aluminum, Coke and Orange Crush and RC bottles, worth a penny.”
- g. *The Heart Is a Lonely Hunger* by Carson McCullers: “For several days he drank only water and Orange Crush.”
- h. *Christine Falls: A Novel* by Benjamin Black: “Waitresses skimmed among the tables bearing brown trays piled with plates of food—sausage and mash, fish and chips, steaming mugs of tea and glasses of Orange Crush.”

- i. *The Sea* by John Banville: “We sat at a plastic table drinking our favourite drink, a tall glass of fizzy orange crush with a dollop of vanilla ice cream floating in it.”
- j. *Couldn’t Keep It to Myself: Wally Lamb and the Women of York Correctional Institution (Testimonies from our Imprisoned Sisters)* by Wally Lamb: “We’d buy grinders and Orange Crush soda for supper, and if Bobby had any extra money from his paper route, he’d buy a *Superman* comic for himself and a *Casper the Ghost* for me.” And “I was at my happiest and hungriest at those moments, the new unread comic book gripped tightly in my fist and my mouth salivating in anticipation of a Cat’s meatball grinder washed down with Orange Crush.”
- k. *These High, Green Hills (The Mitford Years, Book 3)* by Jan Karon: “‘I quit!’ said Absalom Greer, opening a cold bottle of Orange Crush and passing it to the rector.”
- l. *On Gold Mountain: The One-Hundred-Year-Odyssey of My Chinese-American Family* by Lisa See: “Bicyclists pedal through the dust and exhaust, loaded with their own wares—baskets stuffed with fresh produce, cases of Orange Crush, a side of raw meat strapped to a back wheel.”
- m. *Night Shift* by Stephen King: “It was the hottest June on record in Gates Falls, and the Orange Crush thermometer which was also by the elevator had once rested at 94 degrees at three in the morning.”
- n. *Wise Blood: A Novel* by Flannery O’Connor: “When he left the bushes, he would go to the Frosty Bottle, a hotdog stand in the shape of an Orange Crush with frost painted in blue around the top of it.”
- o. *The Sinai Secret* by Gregg Loomis: “Besides, the earth had no better chili dog or Varsity Orange, a combination of Orange Crush and ice cream.”

- p. *Three Complete Novels*: “G” is for *Gumshoe*, “H” is for *Homicide*, and “I” is for *Innocent* by Sue Grafton: “All of them were tossed together in a flurry of bok choy and bamboo shoots, one smothered in a sauce that looked like Orange Crush thickened with cornstarch.”
- q. *Nightmares and Dreamscapes* by Stephen King: “Paul goes to the old water-cooled soft-drink chest and gets an Orange Crush.”
- r. *Maps and Legends* by Michael Chabon: “Over the course of the twentieth century the desire of writers and critics alike to strip away the sticky compound of Orange Crush and Raisinets that encrusts the idea of entertainment, and thus of literature as entertainment, radically reduced our understanding of the kinds of short stories that belong in prestigious magazines or yearly anthologies of the best American short stories.”
- s. *Farewell Summer* by Ray Bradbury: “Mine’s good Orange Crush!”
- t. *One Door Away from Heaven* by Dean Koontz: “Instead of chunks of coconut or a bowl of poi, instead of the shredded flesh of a wild pig spiced with eel tongue, he has his own bag of cheese-flavored popcorn and a can of Orange Crush, though he had asked for a beer.”
- u. *A Summer Life* by Gary Soto: “I glued on bottle caps I had dug out with a spoon from a gas station Coke machine: one row of Coca-Cola caps, then a row of Orange Crush, and finally one of Dr. Pepper.”
- v. *You Must Remember This* by Joyce Carol Oates: “Between the rounds Mr. Stevick bought Coke and Orange Crush for them and beer for himself—all the relatives were

drinking beer, even the women—and wiped Enid’s face and asked was she okay but forgot her at once, wiping his own face which was gleaming with sweat.”

w. *Dr. Sax* by Jack Kerouac: “The very skeletal of the tale’s beginning—The Paquins lived across on Sarah in a Golden Brown House, a 2-story tenement but with fat owl-porches (piazzas, galleries) and purty gingerbread waves and *Screens* on the porches making a dark Within . . . for long fly-less afternoons with Orange Crush . . .”

22. Attached hereto as **Opposer’s Exhibit PX165** is a true and correct copy of printouts from eBay.com offering CRUSH advertisements for sale, printed October 7, 2008.

III. Applicant/Registrant’s Website

23. Attached hereto as **Opposer’s Exhibit PX166** is a true and correct copy of printouts of the website located at www.crush.com, as printed on October 16, 2008.

IV. United States Patent and Trademark Office Registry

24. On May 15, 2009, I conducted a search using the online Trademark Electronic Search System (“TESS”) database of the United States Patent and Trademark Office (“USPTO”) for (i) live applications or registrations, (ii) with current filing bases under Section 1(a) of the Lanham Act, (iii) covering both International Class 32 and International Class 42, (iv) including within the goods or services identification one of the following words: restaurant, catering, snack, bar or café, and (v) not including within the goods or services identification the term beer. This search criteria matched 102 records. A true and correct copy of the search result records listing is attached as **Opposer’s Exhibit PX167** hereto.

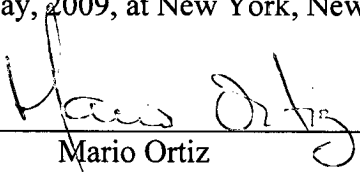
25. On May 15, 2009, I conducted a search using the USPTO’s TESS database for (i) live applications or registrations, (ii) with current filing bases under Section 1(a) of the Lanham

Act, (iii) covering both International Class 32 and International Class 43, (iv) including within the goods and services identification one of the following words: restaurant, catering, snack, bar or café, and (v) not including within the goods or services identification the term beer. This search criteria matched 100 records. A true and correct copy of the search result records listing is attached as **Opposer's Exhibit PX168** hereto.

26. On May 15, 2009, I conducted a search using the PTO's TESS database for live registrations for marks including the term "crush" in Classes 5, 30 and 32. Other than Opposer's registrations, there were no CRUSH-inclusive registrations for beverages

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, declares that all statements made of his own knowledge are true, and all statements made on information and belief are believed to be true.


Declared under penalty of perjury this 15th day of May, 2009, at New York, New York.



Mario Ortiz

CERTIFICATE OF SERVICE

I hereby certify that I caused a true and correct copy of the foregoing **Trial Declaration of Mario Ortiz** to be sent by email to counsel for applicant, Jason Drangel, Esq., jdrangel@ipcounselors.com, this 15th day of May, 2009.



Mario Ortiz

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX105

4.99

CHOCOLATE

BJERREY
Pasta
food

BJERREY
Pasta
food

BJERREY
Coffee

BJERREY
Coffee

BJERREY
half
baked

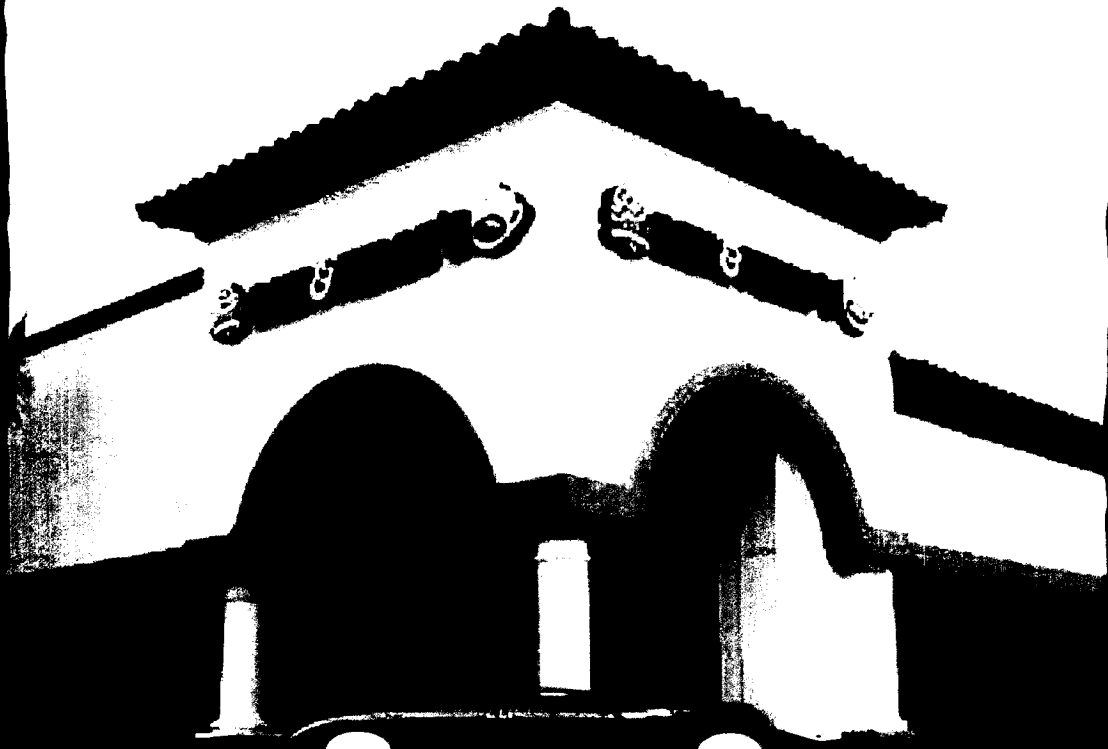
BJERREY
half
baked



DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
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Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX106

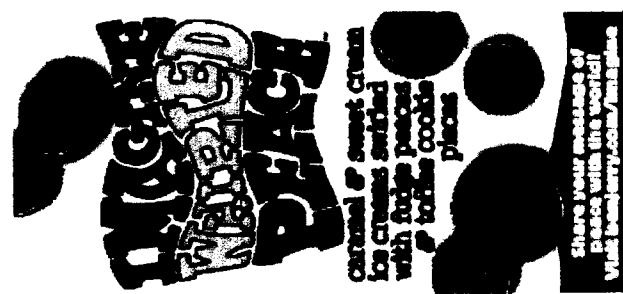
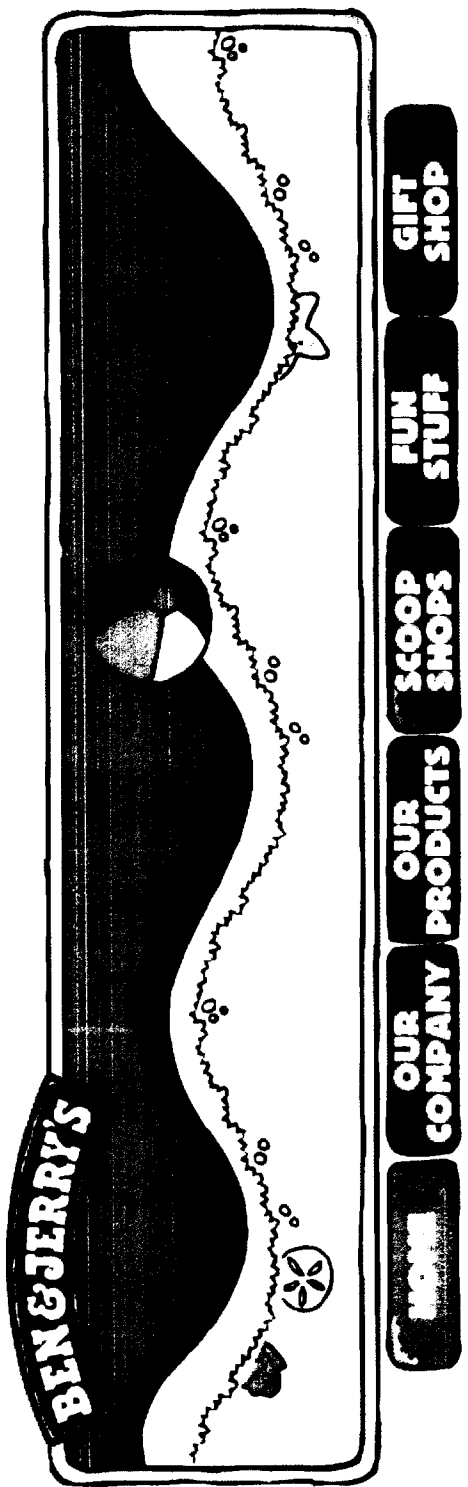


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DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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OPPOSER'S EXHIBIT
PX107



Ben & Jerry's has over 580 franchised ice cream scoop shops and PartnerShops worldwide. We have over 430 scoop shops in the United States and over 150 scoop shops internationally. You can get the whole scoop on Ben & Jerry's scoop shops here!

-  **Franchise Opportunities**
-  **New Shops**
Now open for business!
-  **Scoop Shop Menu**
-  **PartnerShops**
Programs for Youth

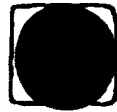
Scoop Shop Locator

city: _____
state: _____ (US and Canada only)
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Find only shops that:

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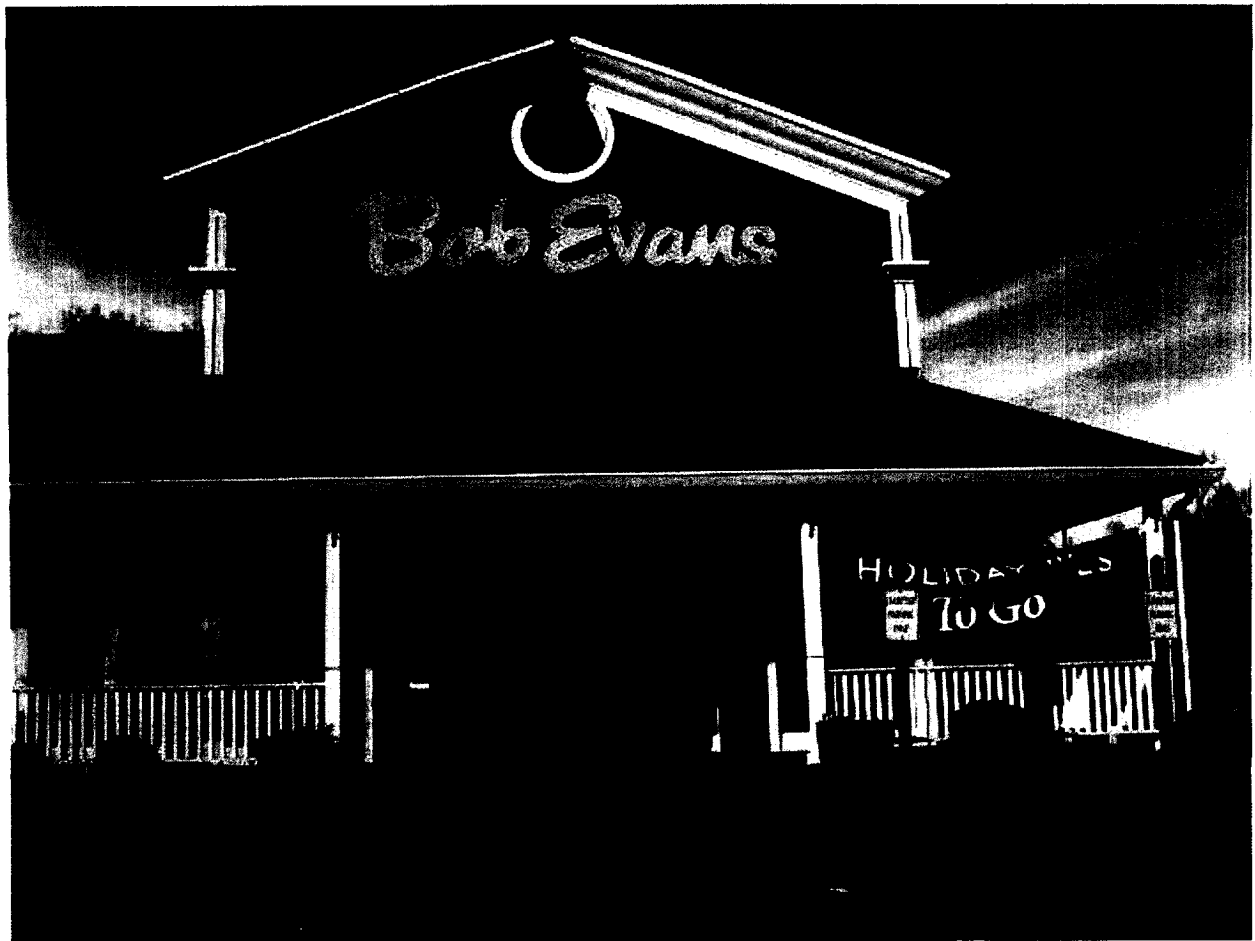
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Be A ChunkSpelunker

Ben & Jerry's Factory Tour © Ben & Jerry's Homemade Holdings, Inc.
I-89 Exit 10 to Route 100 North
Waterbury, VT 30 Community Drive
South Burlington, VT 05403-6828

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX108



DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
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Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX109



Bob Evans

Bob Evans is one of America's favorite family restaurants, serving up homestyle meals for more than 40 years. Farm-fresh goodness and friendly service have made Bob Evans Restaurants the first choice of people throughout the East North Central, mid-Atlantic and Southern United States.

From our classic breakfast favorites like sausage gravy and biscuits to our delicious dinners like our Bob-B-Q Knife & Fork Sandwiches, our Bob Evans Restaurants have something for everyone. Bob Evans menu items are also available for [delivery](#).

Every one of our 591 Bob Evans Restaurants places a premium on delivering the basics: quality food served with a smile, in a warm, comfortable setting. It all adds up to a great value - and a meal you'll remember.

Bob Evans Restaurant and General Stores

Bob Evans Restaurant and General Stores reflect our original restaurant that opened on the Bob Evans Farm in Rio Grande, Ohio. Like traditional Bob Evans Restaurants, our General Stores serve breakfast, lunch and dinner. They also feature classic country gifts, collectibles, games and packaged homestyle foods. [Click here](#) to learn more about Bob Evans Restaurant General Stores.



There are 118 Mimi's Café Restaurants in 19 states with a majority of them in California. Mimi's Café offers a wide selection of freshly prepared, high-quality food in an upbeat and sophisticated atmosphere reminiscent of New Orleans cafés and European bistros. The Mimi's Café menu includes more than 100 freshly prepared breakfast, lunch and dinner items with diverse flavors.

Menu Features

Give the Gift of Bob Evans

Bob Evans gift cards make the perfect gift for family and friends. You can purchase them at any one of our more than 500 Bob Evans Restaurants or order them [online](#).

[Click here](#) to learn more about Mimi's Café.

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OPPOSER'S EXHIBIT
PX110



Everyone could use a little homestyle.

- PRODUCTS
- RECIPES
- PRINT COUPON
- FIND PRODUCTS
- COMPANY HISTORY

Products

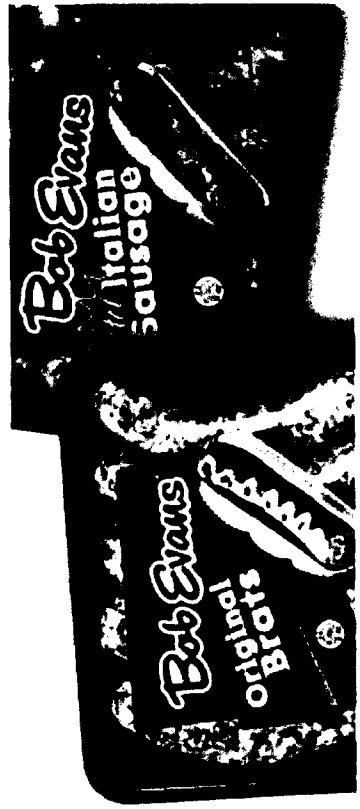
- Bacon & Ham
- Bowls & Gravies
- Breakfast Sandwiches
- Breakfast Side Dishes
- Grilling
- Mashed Potatoes & Side Dishes
- Other Great Bob Evans Products
- Sausage
- Slow Roasted Entrees

[View All](#)

FEATURED PRODUCT
BOB EVANS GRILLING SAUSAGES

Tailgating this weekend? Pick up a pack of our bratwurst or Italian sausage.

[View Grilling Products](#)



Our Products

Bob Evans specializes in bringing farm fresh food to our customers. From the variety of our flavored sausages to our mashed potatoes, home fries and bacon (just to name a few), we've got the ingredients you'll need for a memorable meal. And when time is running short, we even have a variety of frozen homestyle recipe entrees and convenient, microwaveable sandwiches. Take a moment to browse our products — and enjoy the fresh quality of Bob Evans food products in your own home every day.

[Bacon & Ham](#)



Canadian Bacon

Our smoked Canadian-style Bacon is perfect for making Eggs Benedict or to add to our fresh-baked biscuits. Ten slices come in the resealable package.

[Product Details](#)

FEATURED RECIPE



SLOW COOKER MEXICAN CORN CHOWDER
A ZESTY DISH THAT'S EASY TO THROW TOGETHER ON GAME DAY OR ANY DAY.



CALENDAR
OF EVENTS

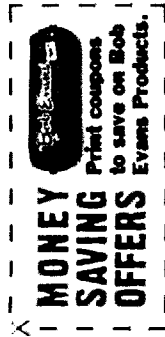
Click here to find out more about upcoming Bob Evans events.



COUNTRY PEPPER BACON

If you love pepper, then you have to try our Country Pepper Bacon.

[Product Details](#)



EXPRESS FULLY COOKED BACON

Fully cooked and ready in seconds, our Hickory Smoked Express Bacon is a great way to start your morning. Available in packages of 12 strips.

[Product Details](#)



CHICKEN SMOKED HAM



Sliced and delicious right from the package or after warming, Bob Evans fully-cooked ham is 96% fat free. The 12 ounce package is perfect for a family meal.

[Product Details](#)

CHICKEN PEPPER HAM



Try our fully cooked, sliced ham. It's 96 percent fat free and is perfect for ham and eggs.

[Product Details](#)

HICKORY SMOKED HAM



Try our fully cooked, sliced ham. It's 96 percent fat free and is perfect for ham and eggs.

[Product Details](#)

You'll love our thick-sliced bacon with a rich, smoky taste.

Product Details

Maple Bacon

If you like our Maple Sausage, then try our Maple Bacon with a rich flavor sure to add a hint of sweetness to any meal.

Product Details



Bowls & Gravies

Apple Cinnamon Oatmeal Bowl

Premium all-natural, whole grain oatmeal, with sweet apples and cinnamon, Bob Evans Apple Cinnamon Oatmeal Bowl goes from the freezer to your table in minutes. Delivering on taste and convenience, it's packaged in a single-serving container.

Product Details



Bacon and Potatoes Brunch Bowl

The Bacon and Potatoes Brunch Bowl is tasty bacon served in an egg blend with cheese; single-serving size.

Product Details



Breakfast Bake

Great as a main dish, side or a wrap filling. Try our breakfast bake for your next family gathering.

Product Details



Apple Cinnamon Oatmeal Bowl

Serve your family a hearty, homestyle breakfast in just minutes from the microwave. Bob Evans Breakfast Bake features Bob Evans' signature country gravy, sausage, eggs and cheddar cheese. With 4.5 servings per package, Bob Evans Breakfast Bake is a great main dish for your next breakfast or brunch gathering.

Product Details

Bob Evans Breakfast Bake, 9 oz FROZEN



9 oz FROZEN

Product Details

Bob Evans Restaurant Gravy, 9 oz FROZEN



Our restaurant gravy is so popular, we've made it available for you to enjoy in the convenience of your own home.

Product Details

Bob Evans Restaurant Gravy, 9 oz FROZEN



Homestyle favorite flavors of cinnamon and plump raisins combine with all-natural, whole grain oatmeal for a hearty, healthy breakfast. From your freezer to your table in just minutes, each single-serving bowl delivers on taste and convenience. A great source of fiber, it's also cholesterol and trans-fat-free.

Product Details

Bob Evans Country Sausage, 9 oz FROZEN



Enjoy the farm-fresh taste of country gravy combined with Bob Evans' pork sausage and potatoes in an egg blend with cheddar cheese; single-serving size.

Product Details

Bob Evans Country Sausage, 9 oz FROZEN



Delicious cranberries and pecans combine with premium, all-natural oatmeal for a tasty and convenient breakfast you can take from the freezer to your table in minutes. Each single-serving bowl

offers a great source of fiber and is cholesterol and trans-fat-free.
Product Details

Ham and Cheese Potato Brunch Bowl



This family favorite is sure to delight your appetite with dried beef in a creamy white sauce; 2 servings.

Product Details

Hearty Blueberry Oatmeal



The Ham and Cheese Potato Brunch Bowl is a delicious combination of ham and potatoes served in an egg blend with cheese; single-serving size.

Product Details

Hearty Blueberry Oatmeal



Hearty blueberries in premium, all-natural oatmeal – ready to eat from your freezer in minutes. The whole grain oatmeal is a great source of fiber. Cholesterol free and trans fat free, its taste and convenience can't be beat.

Product Details

Cheddar Bacon Omelet



A hearty way to start your day. An egg omelet filled with cheese and vegetables served with cheesy bacon potatoes.

Product Details

Cheddar Bacon Omelet



An egg omelet filled with cheese, vegetables and ham served with Bob Evans Sausage; single-serving size.

Product Details



Sausage Gravy & Biscuits

20 oz FROZEN

Product Details



Original Sausage Gravy & Biscuits

Enjoy the slow-cooked flavor of sausage and white gravy with biscuits.

Product Details



White Sausage Gravy & Biscuits

Try white sausage gravy from the leading producer and distributor of pork sausage for a truly down-home meal.

Product Details



High-Quality Pork Sausage & Potatoes

High-quality pork sausage and potatoes in an egg blend with cheese makes a perfect meal solution any time of the day; single-serving size.

Product Details



Sausage Gravy & Biscuits

13.5 oz REFRIGERATED

Product Details

http://www.bobevansfoods.com/products/default.aspx?productId=1

With cream cheese served between layers of French toast and topped with a fruit sauce containing large chunks of Jonathan apples and cinnamon, you won't be able to resist this dish; single-serving size.

Product Details

Stuffed French Toast with Berries Brunch Bowl



Breakfast just got a whole lot sweeter with cream cheese layered between French toast and topped with a fruit sauce containing whole strawberries, blueberries and cherries; single-serving size.

Product Details

Breakfast Sandwiches

http://www.bobevansfoods.com/products/default.aspx?productId=2

Available in a 4-count package.

Product Details



Pigs in Blankets Sausage and Cheese Biscuits

Bob Evans has made "Pigs in a Blanket" convenient, so families can enjoy them in just seconds. A favorite for breakfast, a main dish or quick snack, the smoked sausage with cheese wrapped in dough is ready in just 20 seconds when refrigerated and 45 seconds when frozen.

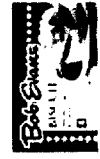
Product Details



Sausage Egg Cheese Biscuit 4 ct.

Sausage Egg and Cheese Biscuits are made with delicious ingredients and the savory, high-quality sausage Bob Evans is known for. Available in a 4-count package.

Product Details



http://www.bobevansfoods.com/products/default.aspx?productId=3

Featuring sausage, eggs and cheese rolled into a soft flour tortilla, each Bob Evans Sausage, Egg & Cheese Burrito is ready from the microwave in just 35 seconds. The 12-count package is perfect for a family or gathering, or each individually-wrapped burrito may be heated as needed.

Product Details



Sausage, Egg & Cheese Burrito 12 ct.

Our Sausage, Egg & Cheese Burritos are fully cooked and individually wrapped for your convenience and are ready to eat in about a minute from the microwave. Available in a 6-count package.

Product Details

Sausage Egg Cheese Croissant 4 ct.



Sausage and egg inside a flaky croissant makes any morning feel special – especially when it's from Bob Evans. Each individually-wrapped croissant sandwich is ready to eat in seconds from the microwave.

Product Details

English Muffin, Sausage & Egg 4 ct.



English muffin sandwiches feature Bob Evans' signature sausage and fluffy eggs. Each hearty sandwich is individually wrapped for a perfect breakfast or hearty snack solution – ready from the microwave in seconds.

Product Details

Signature Sausage Sandwich 20 ct.



Featuring the signature Bob Evans Sausage that's been a favorite for more than 50 years, Bob Evans sausage sandwiches are ready from your microwave in seconds or can be prepared in a conventional oven. The 20-count package of individually-wrapped sandwiches is the ultimate in convenience.

Product Details

Signature Sausage Sandwich 20 ct.



Take snacking to a whole new level, with savory Bob Evans sausage and melted cheese on a sandwich that's ready to heat and eat anytime.

Product Details

[View Item Details](#) [View Item Details](#)

Breakfast and snacks "on the go" are better with Bob Evans! Snack size flaky biscuits with hearty Bob Evans sausage are perfect from the microwave in seconds for a meal solution anytime.

Product Details



[View Item Details](#) [View Item Details](#)

Perfect for a quick breakfast or a snack "on the go," each snack size biscuit is individually wrapped for microwaveable convenience. Because they feature Bob Evans sausage, you know you're getting the finest cuts of meat and savory spices for that "down on the farm" flavor.

Product Details



[View Item Details](#) [View Item Details](#)

Bob Evans Sausage Biscuit Sandwiches are made with delicious ingredients and savory, high-quality sausage Bob Evans is known for. Available in 6-count, 12-count and 16-count packages - they're perfect for a quick and delicious snack or to feed the team.

Product Details



[View Item Details](#) [View Item Details](#)

Flaky biscuits surround hearty sausage and egg for a taste you can only get from Bob Evans. Each hearty biscuit is individually wrapped for convenience.

Product Details



Breakfast Side Dishes

[View Item Details](#) [View Item Details](#)

Bob Evans Home Fries are seasoned and diced and make the perfect complement to your next family breakfast.

Product Details





SHREDDED POTATOES, 5 LBS. (11.33 LBS.)

Our seasoned shredded potatoes are great for breakfast, lunch or dinner. We do all of the work, and you take care of the enjoyment!

[Product Details](#)

Grilling



BEER BRATWURST

Our Beer Bratwurst adds a unique flavor that everybody loves. Available in packages of 5.

[Product Details](#)



CHEDDAR SMOKED SAUSAGE, 5 LBS. (11.33 LBS.)

Both kids and adults with love the cheesiness of our fully-cooked Cheddar Smoked Sausage. And because it's ready to heat and eat, it's great for families on the go.

[Product Details](#)



COUNTRY SMOKED SAUSAGE, 5 LBS. (11.33 LBS.)

Your family will enjoy the traditional down-home flavor of our fully-cooked Country Smoked Sausage. And you'll love how easy it is to heat and eat, and the convenience of its resealable package.

[Product Details](#)



HOT BRATS, 5 LBS. (11.33 LBS.)

Our "hot brats" really spice up the grill. Available in packages of 5.

[Product Details](#)



Hot Italian Sausage

This will truly set your grill on "fire." For those who like a little heat, our Hot Italian Sausage will provide just the kick you want! Available in packages of 5.

[Product Details](#)



Jalapeno HOTZ Smoked Sausage

Spice up any meal with our Jalapeno HOTZ Smoked Sausage. It's fully cooked, so you can heat and eat. And its convenient resealable package allows you to make just as much as you need.

[Product Details](#)



Kielbasa

Our kielbasa is perfect by itself, on the grill or to complement any side dish.

[Product Details](#)



Original Bratwurst

A favorite at picnics and cookouts, our Original Bratwurst is also great in your favorite recipes! Available in packages of 5.

[Product Details](#)



Smoked Bratwurst

For a quick meal any day of the week, try our fully-cooked Smoked Bratwurst. It's ready to heat and eat and comes in a convenient resealable package.

[Product Details](#)

Smoked Dinner Sausage

Our Smoked Dinner Sausage is perfect on the grill, by itself or to complement a side dish.

Product Details

Smoked Kielbasa

Whether by itself or in a recipe, our fully-cooked Smoked Kielbasa makes for a quick and easy meal. Look for this heat-and-eat solution in our convenient resealable package.

Product Details



Sweet Italian Sausage

Full of great Italian flavor that is sure to please, our Italian Sausage can't be beat when cooked on the grill or as part of a delicious recipe. Available in packages of 5.

Product Details



Mashed Potatoes & Side Dishes

Garlic Mashed Potatoes

Our delicious mashed potatoes are made with real cheddar cheese and are sure to please the cheese lovers in your family.

Product Details



Garlic Mashed Potatoes

Our Garlic Mashed Potatoes have all of the homestyle goodness of our Original Mashed Potatoes bursting with the delicious flavor of garlic.

Product Details



Mashed Potatoes & Side Dishes

Bob Evans Mashed Sweet Potatoes are a convenient side dish for holidays or a fast weekday dinner.

Product Details

Original Green Bean Casserole

Like mom used to make, but in a fraction of the time, Bob Evans Original Green Bean Casserole can make an everyday meal a special occasion. Ready from the microwave in under 5 minutes, each package has three servings.

Product Details



Original Mashed Potatoes

Bob Evans Original Mashed Potatoes are a convenient side dish that provide the hearty homestyle taste today's families are looking for. No peeling required!

Product Details



Homestyle Seasoned Homestyle Stuffing

Savory and moist with the perfect blend of seasonings, Bob Evans Seasoned Homestyle Stuffing makes any day a special occasion. Bob Evans Homestyle Stuffing is refrigerated and ready from the microwave in just 5 minutes. Each package contains 2-3 servings.

Product Details



Sliced Apples

A classic taste that will make everyone think you slaved in the kitchen, Bob Evans Sliced Glazed Apples are a perfect side dish or topping. Sold in the grocer's freezer section, they're ready to serve in less than 5 minutes.

Product Details



Bob Evans Sour Cream and Chives

The delicious taste of sour cream and chives make this rich and creamy side dish a treat that is sure to please the entire family.

Product Details



Southwest Style Mashed Potatoes



We combine white cheddar cheese, roasted poblano and red peppers with our already delicious Bob Evans Southwest Style Mashed Potatoes for an authentic flavor combination unlike anything else.

[Product Details](#)

Special Recipe Macaroni & Cheese



Made with real cheddar cheese, Bob Evans Special Recipe Macaroni & Cheese can be heated in the microwave and ready for you to enjoy in less than five minutes.

[Product Details](#)

Other Great Bob Evans Products



Bob Evans Specialty Coffee

Bring the signature taste of Bob Evans Restaurant coffee home with this premium roast. Our coffee is a combination of Colombian and Brazilian beans that are perfectly roasted to provide a smooth, rich flavor. The medium-bodied blend is subtle and fresh.

[Product Details](#)

Winning BBQ Sauce



Take home a bottle of our award-winning, smoky-sweet barbeque sauce. Available at all Bob Evans Restaurants and many local grocers.

[Product Details](#)

Sausage

12 Award-Winning Specialty Links



A sweet taste that kids love! Available in packages of 14 links.

Product Details

[Express Fully Cooked Maple Links](#)

Our lite links have only 80 calories and 5 grams of fat per serving. Available in packages of 10 links.

Product Details



[Express Fully Cooked Maple Links](#)

Achieve convenience without sacrificing the fresh sausage taste complemented by the sweet flavor of maple. Available in packages of 10 links.

Product Details



[Express Fully Cooked Sausage Links](#)

These fully-cooked sausage links are made with choice cuts of meat and the finest herbs and spices. Available in packages of 10 links.

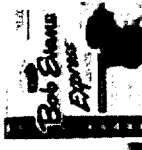
Product Details



[Express Fully Cooked Sausage Patties](#)

These fully-cooked sausage patties are made with choice cuts of meat and the finest herbs and spices.

Product Details



[Delicious on its own - even better when used to spice up your favorite recipes.](#)

Delicious on its own - even better when used to spice up your favorite recipes.

Product Details



Original Links 14 oz



Maple syrup provides a maple taste to the already savory goodness of our original links. Available in packages of 14 links.

[Product Details](#)

Maple Patties 12 oz



High-quality pork combines with maple syrup for a one of a kind sweet sausage taste. Available in packages of 8 patties.

[Product Details](#)

Original Links 14 oz



Maple syrup adds a sweet flavor to our classic original recipe roll sausage.

[Product Details](#)

Original Links 12 oz



These high-quality pork sausage links provide a farm-fresh taste to any meal - whether they complement your breakfast or enhance your favorite recipes. Available in packages of 14 and 24 links.

[Product Details](#)

Original Links 20 oz



These high-quality pork sausage links provide a farm-fresh taste to any meal - whether they complement your breakfast or enhance your favorite recipes. Available in packages of 14 and 24 links.

[Product Details](#)

Original Patties 9 Patties

Enjoy the Down on the Farm ® flavor in our Original Sausage Patties that consumers have loved for more than 50 years. Available in packages of 9 patties.

Product Details

Original Patties 18 oz

With the Bob Evans signature combination of the finest cuts of meat and savory spices, Bob Evans original patties feature a taste consumers have loved for more than 50 years. The 48-oz. size offers more to love – with 36 patties in each package.

Product Details



Original Roll Sausage

Our original recipe roll sausage is made from the finest cuts of meat and makes a great addition to your favorite recipes. Also available in 32 oz. rolls.

Product Details



Original 24 oz

Try a larger package of our delicious Original Sausage Patties that have that Down on the Farm flavor. Available in packages of 18 patties.

Product Details



Handmade Patties 24 oz

Try a package of our delicious Original Sausage Sandwich Patties that have that Down on the Farm(R) flavor. Used for the Farm Boy sandwiches made popular at Bob Evans Restaurants and at Farm Fest!

Product Details



Sausage & Spices 48 oz

Premium cuts of meat join savory sage spices to create a unique and delicious flavor.

Product Details



Great tasting, homestyle Slow-Roasted Beef Stew

The finest herbs and hot spices are combined to give our zesty hot roll sausage a kick.

Product Details



Slow Roasted Entrees

Slow Roasted Beef Pot Roast with Gravy

With our Slow-Roasted Beef Pot Roast, you can have dinner ready in no time; serves 3.

Product Details



Slow Roasted Chicken Breast with Gravy

Great tasting, homestyle Slow-Roasted Beef Stew in just 10 minutes; serves 3.

Product Details



Slow Roasted Chicken Breast with Gravy

New! Slow Roasted Chicken Breast with Gravy features all the homestyle flavor and quality you'd expect from Bob Evans

Product Details



Slow Roasted Meatloaf with Gravy

Great tasting, homestyle Slow-Roasted Meatloaf in just 10 minutes; serves 3.

Product Details





[View Details of our Slow-Roasted Pork Chops](#)

Our Slow-Roasted Pork Chops are fully cooked; serves 3.

[Product Details](#)



[View Details of our Slow-Roasted Pork Roast](#)

Our Slow-Roasted Pork Roast is fully cooked and offers a homemade pork roast without the work; serves 3.

[Product Details](#)



[View Details of our Slow-Roasted Turkey Breast](#)

Our Slow-Roasted Turkey Breast provides a meal reminiscent of dinners that grandma used to make; serves 3.

[Product Details](#)

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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OPPOSER'S EXHIBIT
PX111

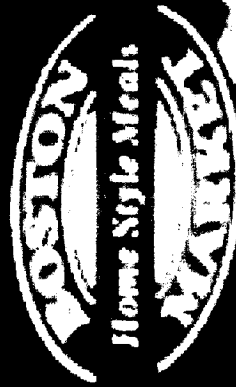
HEARTY
SERVING

50¢

50¢

odles

...and in beds



Southwest Style Grilled Chicken

...and in beds

NEW!

HEARTY

HEARTY



BOSTON
Home Style
MARKS

NEW!

Beef Sirloin

BOSTON
Home Style Meals
MARKET

NEW!

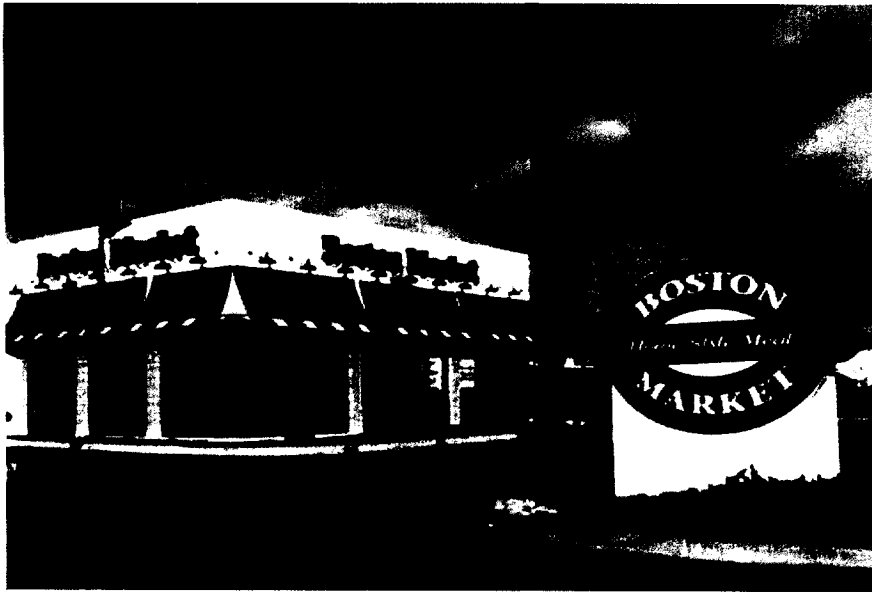
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100% COTTON

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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Cancellation No. 92048446

**OPPOSER'S EXHIBIT
PX112**



DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX113



- [Fact Sheet](#)
- [Watch Our Commercial](#)
- [Company Milestones](#)
- [2008 Press Releases](#)
- [Past Press Releases](#)
- [Press Contact](#)

Boston Market Fact Sheet

Overview: Boston Market Corporation recognizes that in an increasingly fast-paced world, more and more people are pressed for time and looking for ways to make their lives easier. Many consumers want an alternative to cooking that allows them to slow down and spend more time with their family and loved ones. Boston Market restaurants offer fresh, delicious, home-style meals just like you would prepare and serve at home if you had the time--without the hassle of preparation and clean-up.

Company Profile Boston Market Corporation, based in Golden, Colo., is a leader in the fast-casual restaurant category, providing chef-inspired meals in a number of convenient ways.

Employees: More than 13,000 employees nationwide.

Headquarters: Golden, Colorado (just west of Denver).

Boston Market Restaurants

Concept: Boston Market creates chef-inspired meals made with wholesome ingredients.

Menu: Boston Market's menu features wholesome, home-style entrees (rotisserie chicken, turkey and meatloaf), fresh vegetables and fruits, sandwiches, salads, soups, side dishes and desserts.

Operations: Approximately 600 company-owned restaurants in 28 states.

Restaurant Services

Catering: Boston Market provides catering services from lunches to formal events. The online-ordering and same-day

delivery is perfect for businesses and community groups. The call center will help coordinate weddings, graduations, and other family gatherings like Easter, Thanksgiving, and Christmas.

Holiday Meals: During certain holiday periods, Boston Market offers banquet meals with whole, fully cooked turkeys and bone-in, spiral-sliced hams. Banquet meals serve between eight and 12, depending on the meal. They are sold chilled, allowing customers to heat and serve their meal when it suits them, filling their home with the wonderful aroma of a freshly prepared meal.

Supermarkets

Supermarket Options: Boston Market has partnered with leading supermarket chains to bring restaurant-quality, Boston Market-branded meals into the deli department so shoppers can enjoy the one-stop convenience of purchasing ready-to-heat meals at the same time they do their grocery shopping.

Frozen Selections: H.J. Heinz Company, one of the world's leading marketers of branded foods for supermarkets, manufactures a Boston Market line of frozen entrees and jarred gravies.

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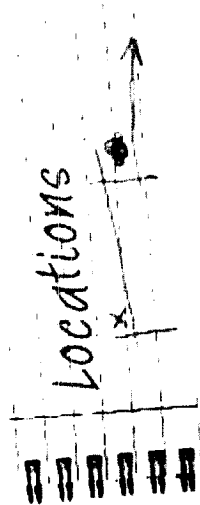
DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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OPPOSER'S EXHIBIT
PX114

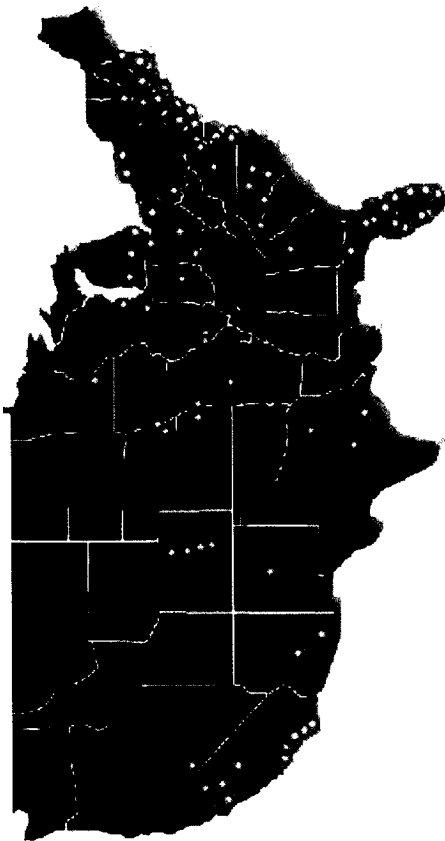


Enter your address.

Street:
City:
State: Zip:

10 Mile Radius

- ☒ Boston Market Restaurants
- ☐ Locations within 10 miles of your location
- ☐ Both Restaurants and Locations within 10 miles



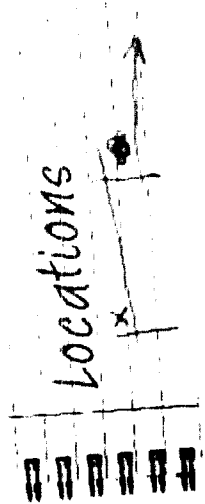
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OPPOSER'S EXHIBIT
PX115



Enter your address.

Street:

City:

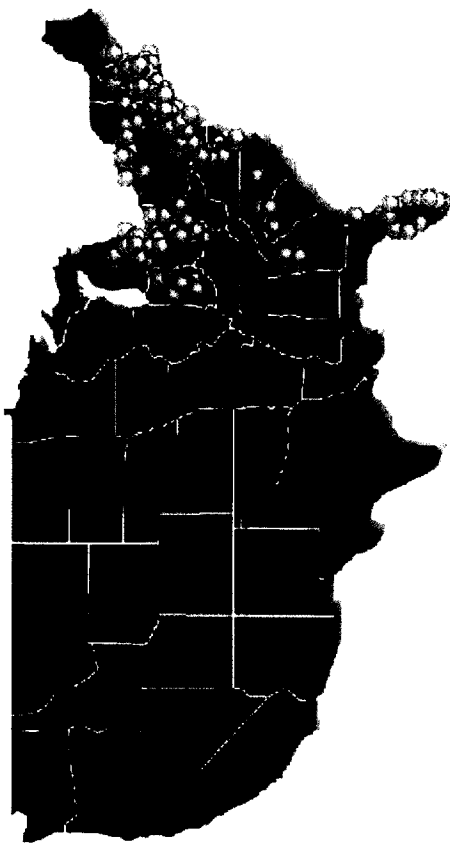
State:

Zip:

search

10 Mile Radius

- ☐ Boston Market Restaurants
- ☐ Restaurants near Boston Market
- ☐ Both Restaurants and Boston Market



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OPPOSER'S EXHIBIT
PX116

Dinner - it's Not Just Going To Make Itself

The thing about making dinner is - you've got to make it. You start with shopping for all the ingredients. Then you go home, and this is where it gets fun. Because ingredients need to be chopped, diced, measured, mixed, and then cooked (or baked) until they're ready to serve.

That sounds like a lot of work. And who wants to work when the good stuff is waiting?

Check out the newest thing in the deli section of your supermarket, Boston Market meal solutions. Grab it, heat it, enjoy it. It's everything you'd expect-craveable chef-inspired recipes made with wholesome natural ingredients. And, they're ready to heat, so that means dinner is ready in minutes.

Or if you want to have delicious Boston Market meals on hand for a later date, you can push the cart down the frozen food aisle. Made the same way-from chef-inspired recipes-these frozen dishes give you one more great-tasting option. For more information on Boston Market frozen meals go to www.bostonmarketfrozen.com.

Enjoy Boston Market meals now. Or enjoy them later. Either way, we do all the work so you can get out and enjoy all that's great about life.



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Carvel

Carvel



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m&m's

Ice Cream Cakes

Available in 10 flavors
of M&M's Ice Cream Cakes
at participating locations
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Specialty Ice Cream Cakes



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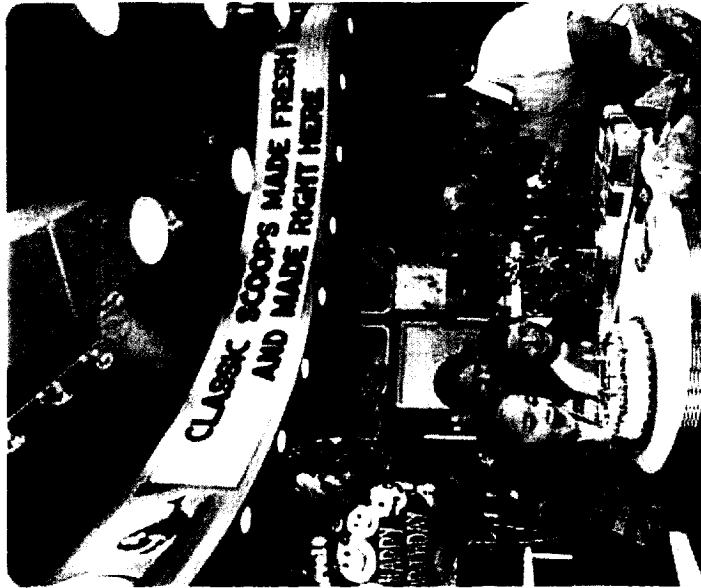
Business

As the nation's first retail ice cream franchise, Carvel manufactures uniquely shaped ice cream cakes, and provides premium soft serve and hand-dipped ice cream products. The company has more than 500 franchised and foodservice locations serving delicious, high-quality cakes, novelties, cups, cones, sundaes and shakes. In addition, the company sells its famous ice cream cakes through over 8,500 supermarkets.

Locations

200 Glenridge Point Parkway
Suite #200
Atlanta, GA 30342
P: 404-255-3250
F: 404-255-4978

1 Celebration Way
New Britain, CT 06053
P: 860-827-8000
F: 860-257-1926



Products

Carvel is famous for its all ice cream cakes layered with chocolate crunchies. Our family of characters includes the popular Fudgie the Whale and Cookie Puss, as well as a line of other cakes that recognize birthdays, holidays, special occasions and the little things in life. Created in 1934, Carvel is credited with developing premium soft serve ice cream products, served today in cups, cones, sundaes and shakes, as well as hand-dipped ice cream and famous novelty items such as the Flying Saucer, Brown Bonnet, Banana Barge and Thick Shake.

Markets

Carvel franchise locations can be found in Washington, D.C., Aruba, Canada, Egypt, Jordan, Puerto Rico, Saudi Arabia, South Africa, and 25 states: AL, AZ, CA, CT, FL, GA, IL, MA, MD, MI, MO, NC, NH, NJ, NV, NY, OH, PA, RI, SC, TN, TX, VA, VT, and WV.

The famous Carvel ice cream cakes can be found in supermarket locations in 32 states and Washington, DC, including: AL, AZ, CA, CT, DE, FL, GA, IL, IN, KY, MA, MI, MD, ME, MN, NC, NH, NJ, NM, NV, NY, OH, PA, RI, SC, TN, TX, UT, VT, WI, WV, and VA.

Key Management

Steve Romaniello, President and CEO, FOCUS Brands
Gary Bales, President, Carvel Corporation

Contact

Lauren McGowen
Public Relations Manager, FOCUS Brands
404-705-4409

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PIZZA KITCHEN

FIVE CHEESE & TOMATO

PIZZA KITCHEN

THAI CHICKEN

676

676

PIZZA KITCHEN

THAI CHICKEN

california

PIZZA KITCHEN

THAI RECIPE CHICKEN

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COMPANY INFORMATION

Company Overview

On March 27, 1985, attorneys Rick Rosenfield and Larry Flax traded in the courtroom for the dining room. Having always wanted to get into the restaurant business, they pitched their legal pads to serve hearth-baked pizzas. They introduced flavors and tastes from around the world, from Thai to Jamaican Jerk...all on a pizza. All of our innovative pizzas are creatively designed on a delicious crust, and hearth-baked to perfection. Also served are creative salads, made-to-order pastas, soups, sandwiches, appetizers and desserts, including favorites like our Chicken and Shrimp Jambalaya, BBQ Chicken Chopped Salad, Singapore Shrimp Rolls and Key Lime Pie.

Now, California Pizza Kitchen (CPK) is a leader in authentic California-style cuisine with a recognized consumer brand and an established, loyal customer base. There are currently more than 240 CPK's in 33 states and nine foreign countries.

CPK's strong brand awareness has been developed primarily through full service restaurants and through the expansion of our high quality fast-casual, CPK/ASAP concept. The CPK/ASAP restaurants are significantly smaller than our full service restaurants and offer a limited selection of only the most popular pizzas, salads, sandwiches and appetizers. In addition, Rick Rosenfield and Larry Flax opened the newest concept in the CPK family, LA Food Show, in June 2003 in Manhattan Beach, Calif. California Pizza Kitchen also has a strategic alliance with Kraft Pizza Company, a subsidiary of Kraft Foods Inc., to distribute a line of premium frozen pizzas through supermarkets and other retail outlets.



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**DUNKIN'
DONUTS**

**ORIGINAL
PREMIUM**

**DUNKIN'
DONUTS**

**HAZELNUT
CRISP & FLAVORFUL**



6b8

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- Company Information

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Dunkin' Brands International Back to the Future

In 1950, Bill Rosenberg opened the first Dunkin' Donuts shop in Quincy, Massachusetts. Dunkin' Donuts licensed the first of many franchises in 1955.

Dunkin' Donuts is the world's largest coffee and baked goods chain, serving more than 3 million customers per day. Dunkin' Donuts sells 52 varieties of donuts and more than a dozen coffee beverages as well as an array of bagels, breakfast sandwiches and other baked goods.

Dunkin' Brands
130 Royall Street
Canton, Massachusetts 02021
Phone: 781-737-3000

At the end of 2007, there were 7,988 Dunkin' Donuts stores worldwide, including 5,769 franchised restaurants in the U.S. and 2,219 internationally.

Will Kussell, President & Chief Brand Officer
Frances Allen, Brand Marketing Officer
Randy Brashier, Vice President, Operations Services
John Dawson, Chief Development Officer
Al Hodges, Vice President, Eastern Seaboard
Kevin Houser, Vice President, Development, Alternative Points of Distribution
Lynette McKee, CFE, Vice President, Franchising
Tony Pavese, Vice President, International

Mac Shimmmon, Vice President, Emerging Markets

<http://www.dunkindonuts.com>

Global system-wide sales - \$5.3 billion



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**OPPOSER'S EXHIBIT
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History of Godiva

The History of Godiva Chocolatier

Godiva Chocolatier was founded 180 years ago in Brussels, Belgium when master chocolatier Joseph Draps founded a chocolate company that was named in honor of the legend of Lady Godiva.

The Lady Godiva Legend

Many hundreds of years ago, a woman of great generosity and beauty left an indelible impression upon the people she reigned over in Coventry. Known for her lustrous hair and bountiful nature, she dedicated her life to the impoverished and stricken.

Her husband, Lord Leofric, was a powerful ruler, unsympathetic to the taxation upon his subjects, Lady Godiva rode naked through the streets to be lifted.

Lady Godiva agreed to this bargain. Although she was demure in spirit, she was always most generous in action. Then finally, it was the morning of the event. Dawn rose, and the clock struck seven, ringing through the cobbled streets. The people closed their shutters, as promised. Lady Godiva's velvet gown dropped to the ground, her luminous skin shimmering.

The ride began.



NEW GODIVA MOUSSE

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100

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Throughout the streets echoed the foreign sound of hooves galloping, yet not a single glance flew her way.

Upon her finish, the thunderous cheers were heard throughout the town. Lady Godiva had braved modesty and convention to win the hearts of all who knew her. As promised, Leofric eased his taxation of the poor, and her place in history was immortalized.

The legend of Lady Godiva has not diminished, but instead has grown and deepened. Centuries later, Joseph Draps, a renowned Belgian chocolatier, created a line of chocolates with extraordinary richness and design, a collection of passion and purity. He sought a name that embodied the timeless qualities of passion, style, sensuality and modern boldness. His choice?

Godiva.

The Godiva Chocolatier Story

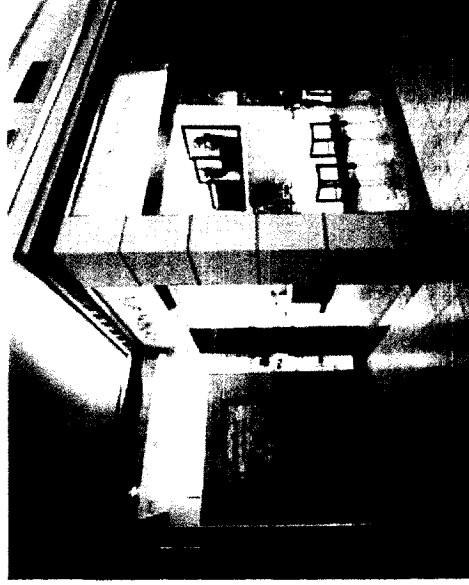
It's not surprising that Godiva Chocolatier, one of the creators of the world's most elegant, hand-crafted chocolates, originated in Brussels, Belgium. For generations, Belgium has had a tradition of perfectionism, from its Rubens paintings and gothic architecture to products made of intricate lace, glittering crystal and its fabulous cuisine.

In keeping with this tradition, Joseph Draps introduced Godiva chocolate to Belgium in 1926. Draps opened the doors to his shop on a cobblestone street on Grande Place, selling his unique formula of rich chocolate with unparalleled smoothness. With a remarkable eye for detail, he set forth the standard at Godiva for innovative selection of elegant, European shell-molded designs and beautiful packaging.

Through the years, these standards have been maintained as assiduously as Draps' recipes have been guarded. As a result of this adherence to Draps heritage, Godiva chocolates evoke the greatest in confectionery excellence. The same careful attention to quality is apparent in the exquisite European-style gold ballotins and handcrafted seasonal packaging that have earned Godiva a reputation for design excellence.

Global Expansion

As the success of Godiva Chocolatier grew in Belgium, Joseph Draps sought to expand the company into international horizons. The first Godiva boutique outside of Belgium was opened in 1958 in Paris on the fashionable Rue St. Honoré. Openings in the United Kingdom, Germany, Italy and more followed.



The Godiva brand then looked to North America. Godiva made its North American debut in 1966, at one of the country's most elegant department stores, Wanamaker's in Philadelphia, Pennsylvania. In 1972, the first Godiva boutique in North America opened on New York's fashionable Fifth Avenue. Today there are over 275 Godiva boutiques in North America.

Expansion also continued into Asia. The first Godiva chocolates became available in Japan in the prestigious Nihonbashi Mitsukoshi Department Store in central Tokyo in 1972. In 1998, the first Godiva store in Hong Kong opened in the upscale department store Sogo. Locations in Taiwan and Singapore exist today.

Godiva is now available from Belgium to Singapore, from Denver to Dubai, making the Godiva brand known - and loved - in over 80 countries around the world.

Godiva Now

Since its introduction to America in 1966, Godiva continues to be the leader in the premium confectionery category. Godiva Chocolatier owns and operates more than 450 boutiques and shops worldwide where consumers can find a comprehensive selection of Godiva offerings. Godiva products are also available at finer department and specialty stores. Additionally, the company issues six seasonal mail-order catalogs a year in North America and accepts phone and internet orders.

From New York to Paris to Tokyo, it is Godiva that brings the best of Belgium to the world.

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chocolate

& dark
chocolate

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Häagen-Dazs

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CHIPS

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cream

chocolate

cherry vanilla

chocolate

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STAINLESS

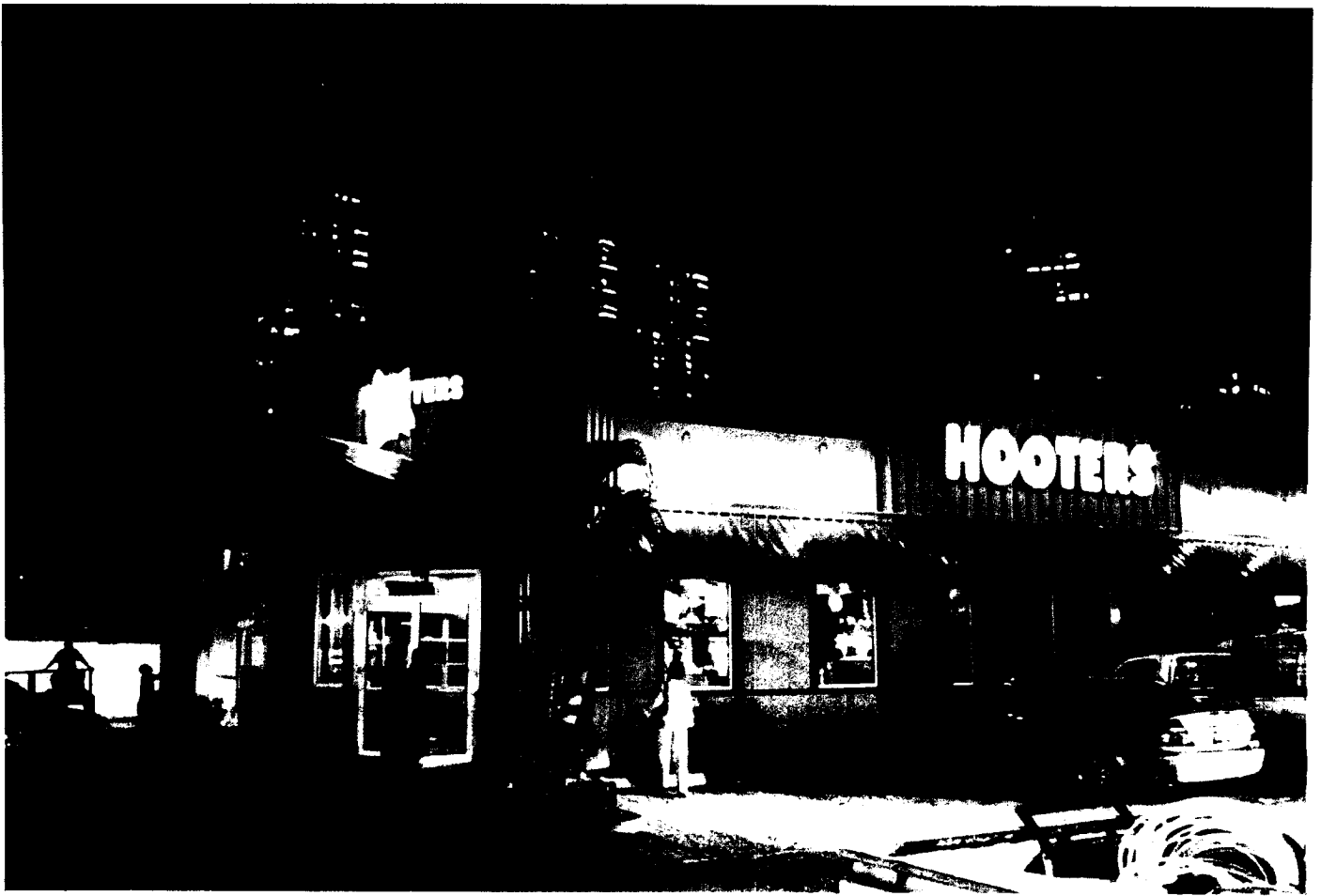
WING SADDLE

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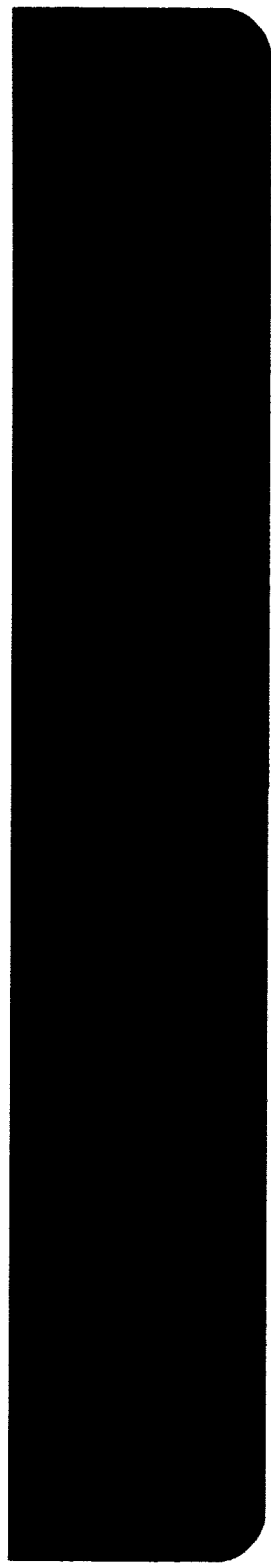
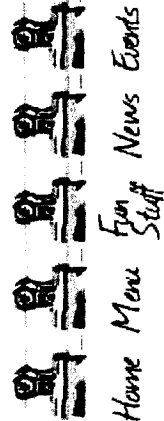
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ABOUT HOOTERS

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- DID YOU KNOW
- FRANCHISING
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- MISSION
- CONTACT US

Hooters of America, Inc. is the Atlanta-based operator and franchiser of over 445 Hooters locations in 43 states in the US, Argentina, Aruba, Austria, Australia, Brazil, Canada, Chile, China, Columbia, Costa Rica, England, Germany, Greece, Guatemala, Israel, Korea, Mexico, Paraguay, Panama, Peru, Philippines, Singapore, Spain, Switzerland, Taiwan, Venezuela and the Virgin Islands. The privately held corporation owns 122 units.

The first Hooters opened October 4, 1983, in Clearwater, Florida. During its history, the Hooters concept has undergone very little change. The current



logo, uniform, menu and ambiance are all very similar to what existed in the original store. This lack of change is understandable given the tremendous success the Hooters concept has enjoyed. Hooters has continued to rank high amongst the industry's growth leaders. Hooters has proven successful in small-town America, major metropolitan areas and internationally.

The casual beach-theme establishments feature "oldies" jukebox music, sports on television, and a menu that includes seafood, sandwiches, salads and spicy chicken wings. Hooters, system-wide, generates and averages 72% of its sales from food, 5% from merchandise, and 28% from beer, wine and spirits.

The element of female sex appeal is prevalent in the restaurants, and the company believes the Hooters Girl is as socially acceptable as a Dallas Cowboy cheerleader, Sports Illustrated swimsuit model, or a Radio City Rockette. The Hooters system employs over 25,000 people - over 15,000 of which are Hooters Girls. The "nearly world famous" Hooters Girls are the cornerstone of the Hooters concept, and as part of their job, these all-American cheerleaders make promotional and charitable appearances in their respective communities. Hooters hires women who best fit the image of a Hooters Girl to work in this capacity. The chain hires both males and females to work in management and host, staff, service bar, and kitchen positions. The Hooters Girl uniform consists of orange shorts and a white tank top, short-sleeve or long-sleeve T-shirt. Pantyhose and bras are required.

Claims that Hooters exploits attractive women are as ridiculous as saying the NFL exploits men who are big and fast. Hooters Girls have the same right to use their natural female sex appeal to earn a living as do super models Cindy Crawford and Naomi Campbell. To Hooters, the women's rights movement is important because it guarantees women have the right to choose their own careers, be it a Supreme Court Justice or Hooters Girl.

Women occupy management positions all the way from Assistant Manager to Vice President of Training and Development, Kat Cole, who started her career at Hooters as a Hooters Girl.

The chain acknowledges that many consider "Hooters" a slang term for a portion of the female anatomy. Hooters does have an owl inside its logo and uses an owl theme sufficiently to allow debate to occur over the meaning's intent. The chain enjoys and benefits from this debate. In the end, we hope Hooters means a great place to eat.

Hooters characterizes itself as a neighborhood place, not a typical family restaurant. Sixty-eight percent of customers are male, most between the ages of 25-54. Hooters does not market itself to families, but they do patronize the restaurants. Ten percent of the parties we serve have children in them. Hooters is in the hospitality business and provides the best possible service to anyone coming through the door. For this reason, the chain offers a children's menu.

According to ever-increasing sales figures, the Hooters concept must be acceptable to a large majority of American consumers. Hooters believes critics of the concept are a vocal minority of politically correct minded individuals. This group sometimes states the concept "constitutes a hostile work environment," but just the opposite is true.

Hooters of America, Inc. has taken a pro-active lead in the industry addressing issues raised by individual acts of sexual harassment. Hooters of America, Inc., like all responsible corporations, deplores such acts and prohibits this behavior in the workplace. The company has a long-standing non-harassment policy forbidding unwelcome physical or verbal behavior, and specifically mentions sexual harassment. This policy includes a confidential reporting system for complaints, including a toll-free phone number. Since 1983, Hooters has employed over 250,000 Hooters Girls, and while even one incident is too many, this large number of employees, compared to the limited number of sexual harassment lawsuits filed, indicates this policy works.

For a distinctly different reason, Hooters ran into problems with the Equal Employment Opportunities Commission (EEOC) in 1991. The agency brought forth a commissioner's charge against Hooters claiming its hiring practices

discriminate against men. Following an intensive four-year investigation the EEOC determined what executives had told them all along, Hooters only hires women as Hooters Girls. On November 15, 1995, the chain took the EEOC's charge public with a 100 Hooters Girl march on Washington D.C. Hooters received support from the nation's media, calling the charge "another example of ridiculous government waste," and some 500,000 Hooters customers supported the chain by sending postcards to Congress.

Because of this action, 23 members of the 104th Congress, led by Rep. Charles Norwood (R- Ga.), wrote the EEOC requesting it drop this matter. On May 1, 1996, news reports announced that the federal agency would not pursue litigation. To date, Hooters has not received formal notification from the EEOC, however believes the matter is concluded.

But this was not the end of the legal issues surrounding the Hooters Girl. A group of men in Chicago and a group in Maryland brought forth class action lawsuits challenging the Hooters restaurant chain's right to hire only women in front-of-house positions. On November 25, 1997, federal magistrate Morton Denlow in Chicago approved a settlement of these class actions. Under the parties' agreement, Hooters will continue to be allowed to hire only women for the job of Hooters Girl.

Most importantly, the settlement agreement acknowledged that "being female is reasonably necessary" to the performance of the Hooters Girl's job duties, forever preserving the integrity of the Hooters Girl concept.

Sex appeal is legal and it sells. Newspapers, magazines, daytime talk shows, and local television affiliates consistently emphasize a variety of sexual topics to boost sales. Hooters marketing, emphasizing the Hooters Girl and her sex appeal, along with its commitment to quality operations continues to build and contributes to the chain's success. Hooters' business motto sums it up, "You can sell the sizzle, but you have to deliver the steak."

The Hooters system uses television ads, the Hooters Magazine and Hooters Girl billboards to advertise the concept. The chain even introduced its own

Hooters MasterCard Credit Card in 2005.

It also generates awareness through successful sports partnerships with the National Golf Association Hooters Tour and the United Speed Alliance Hooters Pro Cup racing series. These properties enjoy extensive television coverage and fan support. Other sponsored sports properties include Formula One powerboat racing and an AMA Motorcycle Team.

In 2003 the Hooters Brand literally took to the skies when Hooters Air Airline was launched. At its peak the airline served 15 cities including Nassau and Las Vegas. While industry problems grounded the carrier in 2006, the venture will forever be a part of airline lore. In 2006, the Hooters Casino Hotel in Las Vegas was opened at the site of the former San Remo Hotel. The 700 room property provides a Hooters experience with beautiful Hooters Girls and a comfortable, casual atmosphere.

Hooters not only reaches the sports fan, but reaches out to the communities in which it operates. The Hooters Community Endowment Fund (HOO.C.E.F.) raises money for local and national charities such as the Jimmy V Foundation for Cancer Research, Make-A-Wish Foundation, the U.S.O., Special Olympics, American Diabetes Association, Juvenile Diabetes Foundation and Muscular Dystrophy Association. Since 1992, HOO.C.E.F. has raised more than \$8 million for these and other worthwhile organizations. A portion of this money comes from a VIP grand opening party each location holds to benefit a local charity. These openings generate thousands annually and prepare staff for the hungry customers to come.

The first years have been a "Hoot" and the chain looks forward to a bright future. The company has no plans to alter the concept and feels doing so would be a tremendous disservice to its franchisees, employees, and customers.







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MARGARITAVILLE

Jammin'
Jerk Shrimp

Extra Large Shrimp Seasoned with Jamaican Jerk

VILLE

mp

Shrimp

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8.99

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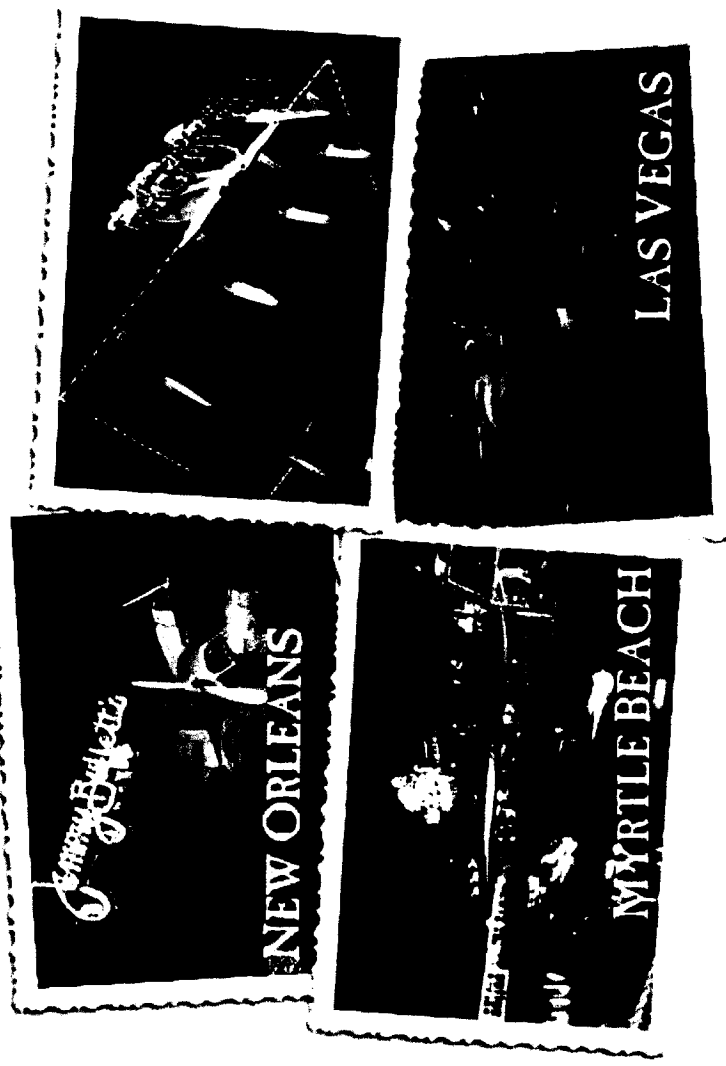
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MARGARITAVILLE



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What Happens in MARGARITAVILLE...

Visiting a Margaritaville Cafe is an experience unlike other... it's not just a dining destination, it's an entire change of latitude. Whether its the Jumbies on stilts, volcanoes erupting with margaritas, the pool slide that wraps around the bar, or the frozen concoctions, a Margaritaville will not soon be forgotten.

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VACATION
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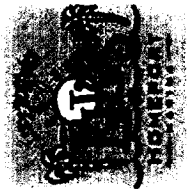
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GLENDALE, AZ
MYRTLE BEACH
CARIBBEAN
MEXICO



Cheeseburger
In Paradise



LuLu's At
Homeport Marina

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DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX138

Mrs. Fields

Mr. Feller

mail & call

[illegible][illegible]

1990年12月15日

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
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OPPOSER'S EXHIBIT
PX139

Mrs. Fields



DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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OPPOSER'S EXHIBIT
PX140



ABOUT US

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- > Our Guarantee
- > Contact Us
- > Mrs. Fields Store Locator
- > Investor Relations
- > Media Relations
- > Privacy Policy
- > Terms of Sale
- > Affiliate Program
- > Mrs. Fields Shipping Info.
- > A Little Something Extra

*Working and Online Can
Living Made Easy*

100% Satisfaction Guaranteed

Mrs. Fields® is the
most exciting, fun, high-tech way to
sign up for our online and save 10%

Search by keyword or item #

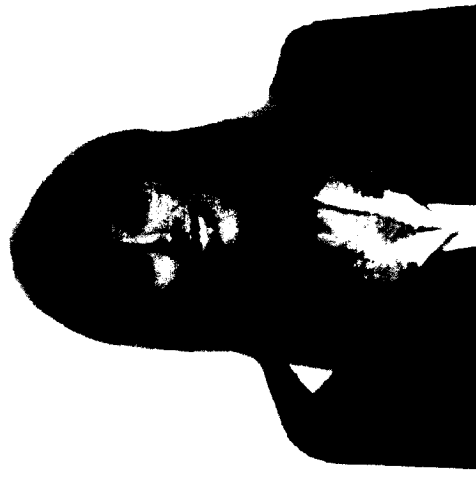
ABOUT US

It was all about taking control of her life. So Debbi Fields, a young mother with no business experience, opened her first cookie store in Palo Alto, California in 1977. They told her she was crazy. No business could survive just selling cookies. Humble beginnings launched Mrs. Fields® into a worldwide celebrity and made her company the premier chain of cookie and baked goods stores.

Headstrong determination. A dynamic personality. A sincere concern for people. They all played a role in Debbi Fields' success. But quality, more than anything, accounts for Mrs. Fields®' worldwide acceptance. The mission has always been to create the highest quality product possible - every time. That commitment has yielded products like no others, deeply satisfying personal indulgences that consumers just can't get enough of.

To extend her vision, Mrs. Fields® began franchising in 1990... It's now the rarest of franchise opportunities. A new dynamic opportunity that's backed by name recognition and approval from worldwide consumers. An opportunity for you, like Debbi, to take control of your life.

"The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it."



The first Mrs. Fields store, in Palo Alto California, opened August of 1977.



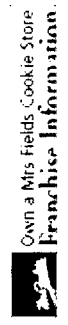
Mrs. Fields has nearly 390 locations in the U.S., and over 80 locations internationally.



About Us
Contact Us

Track Your Order
Shipping Info

Affiliate Program
Franchise Information



Own a Mrs. Fields Cookie Store
Franchise Information

Gifts by Occasion

Gifts by Occasion, MrsFields.com, 2008

Quality Gifts by: Title	Price	Item Id	Gifts Baskets by: Title	Price	Cookie Arrangements by: Title	Price
Shop by:	Gift Occasion	Product	Business Gifting	Catalog		

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OPPOSER'S EXHIBIT
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Since 1916
Mathon's

FRANKS

6 Skintees

Beef Franks

6906912



Yacht SPECIAL Salami

Nathan's
Hot Dogs

256

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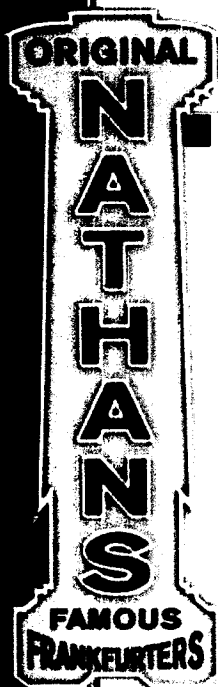
OPPOSER'S EXHIBIT
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OPPOSER'S EXHIBIT
PX143



EXPERIENCE
NATHAN'S

BUSINESS
OPPORTUNITIES

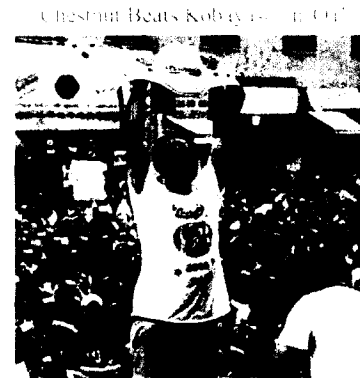
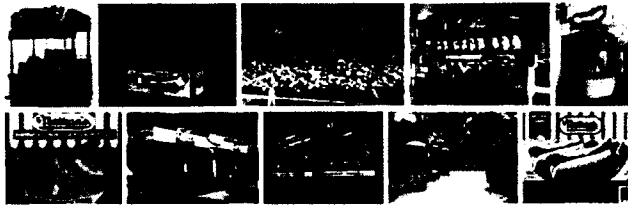
ONLINE
STORE



Restaurant Locator:
Enter Address

[Nathan's Today](#) | [History](#) | [News](#) | [Restaurant Menu](#) | [Hot Dog Eating Contest](#) | [Investor Relations](#)

[Restaurants](#) | [Retail](#) | [Food Service](#) | [Recipes](#)



A Treasured Tradition

Positioned as a treasured tradition, Nathan's is one of those rare brands able to claim immeasurable brand equity. The name has always been synonymous with the highest quality, 100% all beef hot dogs and unique, golden crinkle-cut French fries.

While rich in history and tradition, Nathan's Famous is a company forever looking forward. From a single restaurant in Coney Island, Brooklyn in 1916, Nathan's has grown to become an international corporation serving all facets of the food service industry. Today, Nathan's reaches millions of customers through traditional and captive market restaurant operations, a branded product program introduced throughout the food service industry and packaged products sold in supermarkets.

Nathan's products are currently distributed in 50 states, the District of Columbia and four foreign countries through its restaurant system, Branded Product Program and retail licensing activities. The Nathan's restaurant system currently consists of 234 units, comprised of 228 franchised or licensed units and six company-owned units (including one seasonal unit).

Nathan's hot dogs are marketed and sold in over 18,000 locations worldwide including over 8,000 retail locations and over 10,000 food service outlets.

Last year Nathan's sold over 360 million of its 100% All Beef Hot Dogs.



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OPPOSER'S EXHIBIT
PX144

SAVE \$1.80

STARBUCKS
SUMATRA



GROUND

NET WT 12 OZ (340g)

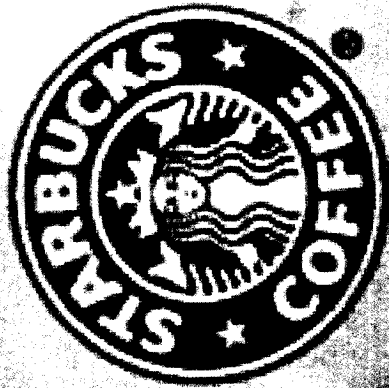
SUMATRA



SAVE \$1.80
\$8.99

VANILLA

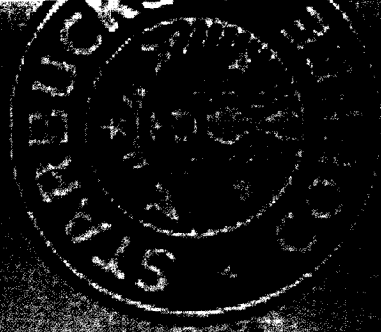
WITH OTHER
NATURAL FLAVORS



Frappuccino

COFFEE FLAVOR

VANILLA



Frappuccino

COFFEE FLAVOR



72.29

HOUSE OF MUSES
COFFEE DCAP HS
EST 2004

16.39 75.29

HOUSE OF MUSES
COFFEE DCAP HS
EST 2004

16.99

11.99

HOUSE OF MUSES
COFFEE DCAP HS
EST 2004

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COMPANY FACT SHEET February 2008

FOUNDED

1971 in Seattle's Pike Place Market. Original name of company was Starbucks Coffee, Tea and Spices, later changed to Starbucks Coffee Company.

FOLKLORE

Starbucks is named after the first mate in Herman Melville's *Moby Dick*.

MISSION STATEMENT

To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles as we grow.

GUIDING PRINCIPLES

- Provide a great work environment and treat each other with respect and dignity.
- Embrace diversity as an essential component in the way we do business.
- Apply the highest standards of excellence to the purchasing, roasting and fresh delivery of our coffee.
- Develop enthusiastically satisfied customers all of the time.
- Contribute positively to our communities and our environment.
- Recognize that profitability is essential to our future success.

PRODUCTS

- **Coffee:** More than 30 blends and single-origin coffees.
- **Handcrafted Beverages:** Fresh-brewed coffee, hot and iced espresso beverages, coffee and non-coffee blended beverages, and Tazo® teas.
- **Merchandise:** Assorted home espresso machines, coffee brewers and grinders, a line of premium chocolate, coffee mugs and coffee accessories, and a variety of gift items.
- **Fresh Food:** Baked pastries, sandwiches and salads.
- **Starbucks Entertainment:** A selection of the best in music, books and film from both emerging and established talent, offering Starbucks customers the opportunity to discover quality entertainment in a fun, convenient way.
- **Global Consumer Products:** Line of bottled Starbucks Frappuccino® beverages, Starbucks Discoveries® chilled cup coffee (in Japan, Taiwan and Korea), Starbucks DoubleShot® espresso drinks, Starbucks® Iced Coffee, whole bean coffee and Tazo® teas at grocery, Starbucks™ Coffee Liqueurs and a line of superpremium ice creams.
- **Starbucks Card:** Starbucks Card, a reloadable stored-value card, surpassed the \$2.5 billion mark for total activations and reloads since its introduction in 2001. Due to its success in the U.S. and Canada, the Starbucks Card global program has been launched in other international markets, including Mexico, Hong Kong, Australia, Thailand, Greece and the United Kingdom. Other markets (Japan, Taiwan and Spain) have a stand-alone Starbucks Card program, specific to their market.
- **Brand Portfolio:** Starbucks Entertainment, Starbucks Hear Music, Tazo, Ethos water, Seattle's Best Coffee and Torrefazione Italia Coffee.

PARTNER (EMPLOYEE) BENEFITS

Eligible full- and part-time partners qualify for a comprehensive benefits package that includes stock option grants through *Bean Stock*, Starbucks company-wide stock option plan, as well as health, medical, dental and vision benefits. In addition, all Starbucks partners have a chance to experience and learn more about our coffees and teas through their "partner markout." Each week every partner receives, free of charge, one pound of coffee, one box of Tazo® tea, or one of several other coffee or tea products.

GLOBAL ALLIANCES

Ahold, Apple, Aramark, Barnes & Noble, Borders, CARE, Chapters, Chase VISA USA, Compass, Conservation International, Dong Suh Foods, Dreyer's Grand Ice Cream, Fortune Brands, Hilton, HMSHost, Horizon Air, Hyatt Hotels, Intrawest, Jim Beam, Johnson Development Corp., Kraft Foods, Kroger, Marriott, PepsiCo, President's Group, Radisson, Royal Bank Canada, Safeway, Sodexo, Starwood Hotels, Suntory, SUPERVALU, SYSCO, Target, T-Mobile, The Hershey's Company, TransFair Canada, TransFair USA, United Airlines and Westin.

WEBSITE

www.starbucks.com

INVESTOR INFORMATION

- Starbucks went public on June 26, 1992 at a price of \$17 per share (or \$0.53 per share, adjusted for our five, two-for-one, subsequent stock splits) and closed trading that first day at \$21.50 per share (or \$0.67 per share, on a split-adjusted basis.)
- Starbucks was incorporated under the laws of the State of Washington, in Olympia, Washington on November 4, 1985.
- Starbucks Corporation's Common Stock is traded on Nasdaq, under the trading symbol SBUX.

UNITED STATES STORES

50 states, plus the District of Columbia.

7,087 Company-operated stores.

4,081 Licensed stores.

INTERNATIONAL STORES

43 countries outside the United States.

Company-operated: 1,796 stores, including company-operated, in Australia, Canada, Chile, China (Northern China, Southern China), Germany, Ireland, Puerto Rico, Singapore, Thailand and the United Kingdom.

Joint Venture and Licensed stores: 2,792 in Austria, Bahamas, Bahrain, Brazil, Canada, China (Shanghai/Eastern China), Cyprus, Czech Republic, Denmark, Egypt, France, Greece, Hong Kong, Indonesia, Ireland, Japan, Jordan, Kuwait, Lebanon, Macau S.A.R., Malaysia, Mexico, the Netherlands, New Zealand, Oman, Peru, Philippines, Qatar, Romania, Russia, Saudi Arabia, South Korea, Spain, Switzerland, Taiwan, Turkey, United Arab Emirates and the United Kingdom.

CORPORATE SOCIAL RESPONSIBILITY

At Starbucks, we strive to be a great enduring company by championing business practices that help produce social, environmental and economic benefits for the communities in which we operate. Starbucks focuses its efforts on providing a great work environment for our partners (employees); making a positive contribution to our communities; working with coffee farmers to help ensure their long-term success and minimizing our environmental impact.

In fiscal 2006, we:

- Provided 4.9 million hours of training for our store partners.
- Donated \$36.1 million in cash and products.
- Volunteered 383,000 hours in our communities through our volunteer program *Make Your Mark*.
- Paid an average price of \$1.42 per pound of green (unroasted) coffee, including those purchased from approved suppliers through our own set of social and environmental guidelines for producing, processing and buying coffee (C.A.F.E. Practices) and Fair Trade cooperatives.
- Quadrupled our renewable energy purchase to equal 20 percent of the energy used in our company-operated stores in the U.S. and Canada.
- Introduced the first-ever paper cup made with 10 percent post-consumer recycled fiber which reduced our wood use by 11,300 tons – the equivalent of 78,000 trees – in the first year alone.
- Recycled in 79 percent of our U.S. and Canada stores where we control waste and recycling.

For more information contact Global Communications at (206) 318-7100 or visit us online at www.starbucks.com.

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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COMPANY PROFILE

February 2008

THE STARBUCKS STORY

Starbucks Coffee Company was founded in 1971, opening its first store in Seattle's Pike Place Market. Starbucks, named after the first mate in Herman Melville's *Moby Dick*, is the world's leading retailer, roaster and brand of specialty coffee with millions of customer visits per week at stores in North America, Europe, Middle East, Latin America and the Pacific Rim.

Italian Inspiration

When Howard Schultz first joined the company in the early 1980s, Starbucks was already a highly respected local roaster and retailer of whole bean and ground coffees. A business trip to Italy opened Schultz's eyes to the rich tradition of the espresso beverage.

Espresso drinks became an essential element of Schultz's vision. He purchased Starbucks with the support of local investors in 1987. In addition to well-situated stores, Starbucks sells coffee, tea, food and entertainment products through its specialty operations.

Convenience

Starbucks stores may be found in urban and suburban areas, as well as many rural communities worldwide. An expanded number of Drive Thru and Off-Highway stores also provide a convenient alternative for our customers.

In addition to our company-operated stores, Starbucks works with certain carefully chosen businesses to operate licensed stores in a variety of venues. Since 1991 Starbucks® coffee has been available at licensed airport stores and travel plazas operated by HMSHost in the U.S. Licensed and Foodservice stores can also be found on college campuses through licensing agreements with Aramark, Sodexo and Compass. Thanks to these licensing agreements, our customers can enjoy their Starbucks in select supermarkets, hotels and military bases throughout North America, and in foodservice venues around the world.

Coffee aficionados can also find Starbucks® coffee in a variety of places, including United Airlines, Horizon Air, Seattle's Key Arena and Safeco Field, Chicago's Wrigley Field, University of Washington athletic venues, the Experience Music Project interactive museum, Hyatt Hotels, Barnes & Noble bookstores in the U.S. and Chapters and Indigo bookstores in Canada.

The Starbucks Experience

"You get more than the finest coffee when you visit a Starbucks—you get great people, first-rate music and a comfortable and upbeat meeting place," says Howard Schultz, Starbucks chairman, president and chief executive officer. "We establish the value of buying a product at Starbucks by our uncompromising quality and by building a personal relationship with each of our customers. Starbucks is rekindling America's love affair with coffee, bringing romance and fresh flavor back to the brew."

Passion for Quality

Starbucks offers coffee lovers a selection of coffees from around the world. Our coffee buyers personally travel to the coffee-growing regions of Latin America, Africa/Arabia and Asia/Pacific to select the highest-quality *arabica* beans. Once these quality beans arrive at one of the company's four roasting facilities, Starbucks professional roasters pursue the art of creating the rich signature Starbucks Roast™. This dark roast is not just a color; it is the cumulative result of expert roasters knowing coffee and bringing balance to all of its flavor attributes.

Coffee & More

In addition to quality coffee, Starbucks features a variety of hand-crafted beverages, Tazo® teas, Ethos™ water, pastries and, in some markets, a selection of sandwiches and salads. Starbucks merchandise includes exclusive espresso machines and coffee brewers, unique confections and other coffee- and tea-related items.

Starbucks Entertainment

Starbucks Entertainment selects the finest in music, books and film to offer Starbucks customers the opportunity to discover quality entertainment in a fun and convenient way as part of their daily coffee routines. Starbucks Entertainment has made a transformative impact on the entertainment industry through its innovative relationships with music labels, publishers and filmmakers; and its breakthrough Starbucks Hear Music™ Coffeehouses in Santa Monica, San Antonio, Miami and Bellevue, Washington.

Starbucks Entertainment selections can be purchased at Starbucks stores in select markets worldwide, and online at www.starbucks.com/hearmusic. Starbucks Entertainment has also teamed with Apple to create a Starbucks Entertainment area on the iTunes store (www.iTunes.com/starbucks) in the U.S., and to offer the exclusive "Now Playing" feature on the iTunes® Wi-Fi Music Store at select Starbucks coffeehouses in the U.S., which enables customers to instantly preview, purchase, and download the music playing overhead in the store.

Cool Blended, Bottled & Delicious Treats

In spring 1995, Frappuccino® blended beverage was introduced to Starbucks line of beverages. In summer 2004, Starbucks premiered Frappuccino® Light blended coffee beverages in response to customer requests for a lighter blended coffee option with the same delicious taste. Frappuccino® Light blended coffee beverages have 30–40 percent fewer calories than the original Frappuccino® blended coffee beverages. Frappuccino® juice blends, made with real fruit juice and brewed tea, were introduced in summer 2006.

In 1996 the North American Coffee Partnership, a joint venture between Starbucks and Pepsi-Cola North America, began selling bottled Starbucks Frappuccino® coffee drinks. Six flavors are available in grocery channels in the U.S. and in select Starbucks stores. In 2002 Starbucks DoubleShot® espresso drink joined the ready-to-drink lineup as part of the joint venture.

In October 1995 Starbucks Coffee and Dreyer's Grand Ice Cream formed a joint venture to dish up a superpremium line of coffee ice creams. By July 1996 Starbucks became the No. 1 brand of coffee ice cream in the U.S. Currently, ice cream lovers can enjoy seven delectable flavors with favorites such as Java Chip and Coffee Almond Fudge.

At Grocery

Starbucks early success in grocery led to the test sale of coffee in Portland, Ore., supermarkets in 1996 and Chicago in 1997. In 1998 Starbucks and Kraft Foods, Inc. entered into a licensing agreement to accelerate the growth of Starbucks® coffee in grocery channels in the U.S. The arrangement draws on Kraft's extensive knowledge of selling, marketing and distributing packaged foods directly to grocery customers. Today Starbucks® coffee is available to customers in many major grocery stores across North America and the U.K.

Online

StarbucksStore.com is an alliance between Starbucks and Cooking.com. StarbucksStore.com offers the lineup of Starbucks® whole bean and ground coffees, including seasonal, promotional and the very special Starbucks® Black Apron Exclusives™ coffees. Through an easy-to-shop and efficient website, StarbucksStore.com offers premium coffee with affordable delivery. The site provides detailed descriptions of each coffee, including country of origin or characteristics of the blends as well as flavor notes and suggestions for other coffees that match preferred taste profiles.

THE VALUE OF OUR PEOPLE

Starbucks has more than 172,000 partners (employees) worldwide as of September 2007. Eligible part- and full-time partners qualify for a comprehensive benefit package that includes healthcare benefits and stock option grants through *Bean Stock*, Starbucks company-wide stock option plan.

Starbucks is committed to maintaining the quality, integrity and great taste of coffee as the company grows. "We have the most knowledgeable workforce in our industry," says Schultz. "I take great pride, not in the number of stores we have opened, but in the growth and development of our people."

"We realize our people are the cornerstone of our success, and we know that their ideas, commitment and connection to our customers are truly the essential elements in the *Starbucks Experience*."

Each store partner participates in an extensive training program that facilitates strong coffee knowledge, product expertise and a commitment to customer service.

COMMITMENT TO COMMUNITY

Starbucks is dedicated to contributing positively to the communities in which it does business. The company recognizes the relationship between its success and the strength and vitality of the communities where it operates. Investing in communities is not only the right thing to do, it is also part of the Starbucks culture. At all levels of the organization, Starbucks partners strive to be good neighbors and active contributors in communities.

Foundation for Literacy

The Starbucks Foundation was established in 1997 with an initial contribution from the proceeds of Howard Schultz's book, *Pour Your Heart Into It*. The Foundation is supported primarily through funding from Starbucks and by private contributions.

Since its inception, the Foundation has maintained a focus on improving the lives of youth through its support of literacy and nontraditional education programs. To date, the Foundation has provided more than \$11 million to more than 700 organizations. In 2005 the Foundation inaugurated its regional grant program, "Giving Voice." This program funds organizations that work with youth (6–18) in arts, literacy and environmental education.

In September 2001, Starbucks began a four-year, \$1 million commitment to Jumpstart, a U.S. organization that pairs highly trained college students for one-to-one interaction with preschoolers to develop skills they need to succeed in kindergarten. In 2005, Starbucks renewed this partnership with an additional \$1.5 million over three years.

Building on its partnership with America SCORES, in 2005 the Starbucks Foundation made a \$500,000 commitment to the organization to grow its U.S. after-school programs. The financial support from the Foundation enables America SCORES to further develop and strengthen its programs, which use poetry, soccer and community service to promote literacy and the physical and social well-being of at-risk youth in urban communities.

In addition to the Foundation's commitment to various literacy organizations, Starbucks partners and customers have donated more than 1.4 million books to libraries and children's clubs across the U.S.

Starbucks made its first significant international literacy commitment in 2005 when the company committed U.S. \$5 million to support educational programs in China. To oversee and advise on the development and structure of the Starbucks China Education Project, a steering committee was formed with members consisting of Starbucks executives, Chinese government officials, the China Soong Ching Ling Foundation and local community organizations. With this financial commitment and steering committee in place, Starbucks is developing a strategic corporate social responsibility platform to strengthen its philanthropic and social commitments in China. Starbucks first effort under the auspices of the China Education Project was the allocation in February 2006 of \$1.5 million to the China Soong Ching Ling Foundation.

Sustainable Coffee Production in Coffee-Growing Regions

Starbucks realizes that the success of the farmers with whom we do business is intrinsically linked to the sustainability of our business. Starbucks has adopted an integrated approach to coffee purchasing based on the following six fundamental principles:

- Paying premium prices for premium coffee to help farmers make profits and support their families.
 - For fiscal 2006, Starbucks paid \$1.42 per pound on average for 294 million pounds of green coffee.
- Encouraging participation in C.A.F.E. (Coffee and Farmer Equity) Practices, our social and environmental guidelines for coffee purchasing.
 - The guidelines include 28 indicators against which suppliers (farmers, cooperatives, processors and exporters) are evaluated, including prerequisites for quality and economic transparency.
- Purchasing conservation (shade grown) and certified coffees, including organic and Fair Trade Certified™. In fiscal 2006 Starbucks purchased:
 - 2 million pounds of conservation (shade grown) coffee.
 - 12 million pounds of certified organic coffee.
 - 18 million pounds of Fair Trade Certified™ coffee. Starbucks remains the largest purchaser, roaster and distributor of Fair Trade Certified™ coffee in North America.
- Providing funds for farmers to access affordable credit so that they can invest in their farms and receive assistance to help them through cash shortages during crop cycles.
 - To date, Starbucks has committed \$10.5 million to three not-for-profit organizations – the Calvert Foundation, Verde Ventures and EcoLogic Finance – to provide affordable credit to approximately 74,000 small-scale farmers and suppliers.



- Investing in social development projects in coffee-producing countries.
 - The combined total of Starbucks investments in coffee-growing communities was \$2.7 million in fiscal 2006, which included \$1 million toward Tropical Storm Stan relief efforts. The funds were used to help pay for 103 projects located in 11 countries, benefiting an estimated 545,000 local farmers, their families and community residents.
- Collaborating with coffee producers globally on coffee quality, production, processing and research through the company's team of experts at the Starbucks Farmer Support Center, located in Costa Rica.

Starbucks commitment to coffee quality and its sustainability is part of its core values and is integrated throughout business. Working together with farmers, communities, non-governmental organizations and other partners, Starbucks is working to strengthen coffee farms and to ensure the supply of high-quality coffees that Starbucks customers expect and enjoy.

Urban Coffee Opportunities (UCO)

In 1998 Starbucks formed a joint-venture partnership with Earvin "Magic" Johnson's Johnson Development Corp. This innovative venture, known as Urban Coffee Opportunities, LLC (UCO), enhances the development of Starbucks stores in ethnically diverse neighborhoods with an initial focus on African-American and Hispanic communities. Today there are more than 114 Starbucks stores developed by UCO in cities that include Los Angeles, New York and Seattle.

STARBUCKS GOES INTERNATIONAL

In 1996 Starbucks opened its first overseas store in Tokyo, Japan. Today there are more than 700 stores in Japan.

In addition to Japan, Starbucks opened stores in Singapore in 1996; the Philippines in 1997; the U.K., Taiwan, Thailand, New Zealand and Malaysia in 1998; Beijing, Kuwait, South Korea and Lebanon in 1999; United Arab Emirates, Hong Kong, Shanghai, Australia, Qatar, Saudi Arabia, and Bahrain in 2000; Switzerland and Austria in 2001; Oman, Germany, Spain, Mexico, Puerto Rico, Southern China (Macau and Shenzhen), Greece and Indonesia in 2002; Turkey, Peru, Chile and Cyprus in 2003; France in 2004; Jordan, Bahamas and Ireland in 2005; Brazil and Egypt in 2006, and Romania, Denmark and the Netherlands in 2007.

Starbucks broke ground in April 2002 for the new roasting plant in Amsterdam, the Netherlands. Full plant operations began in spring 2003.

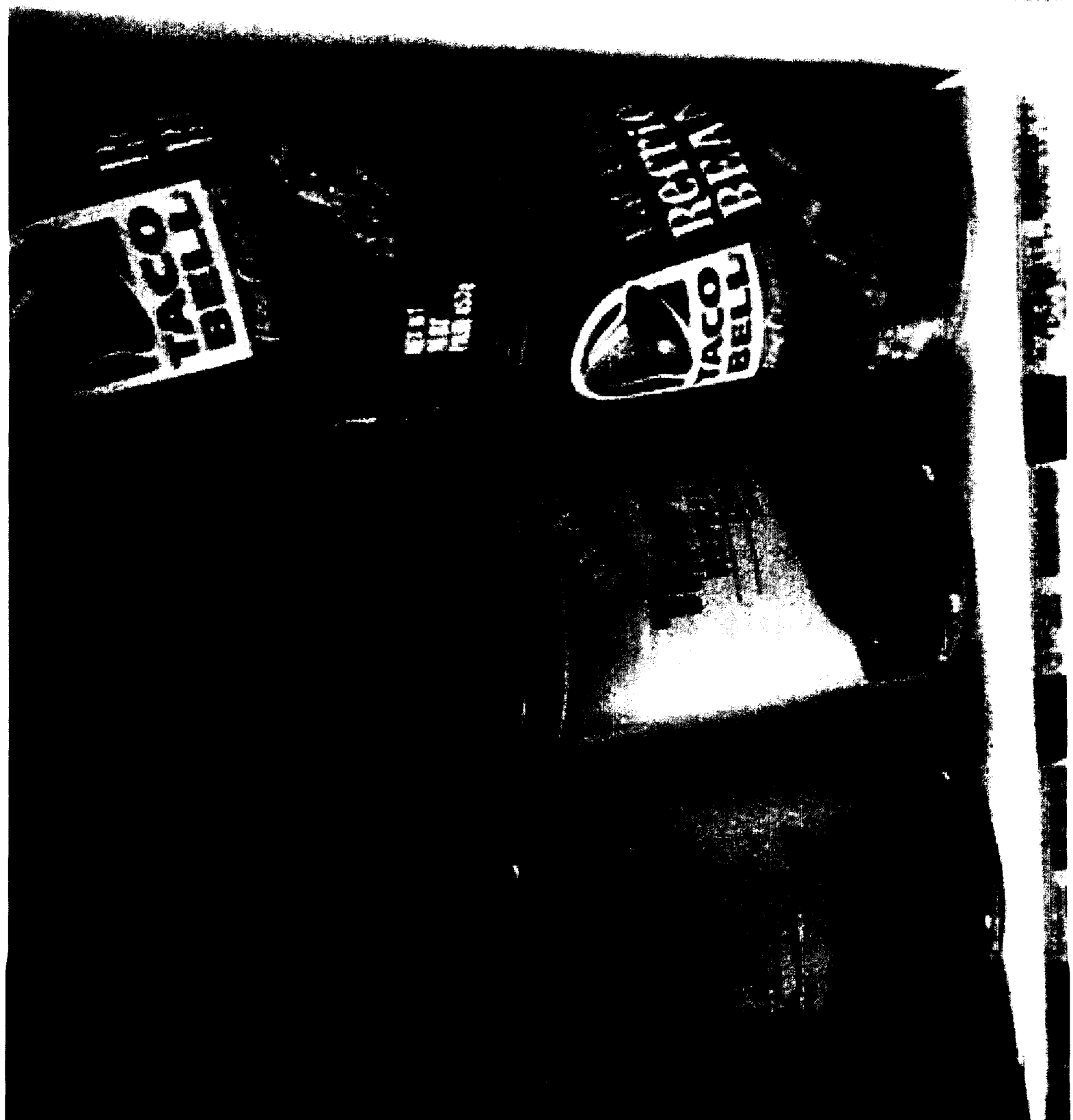
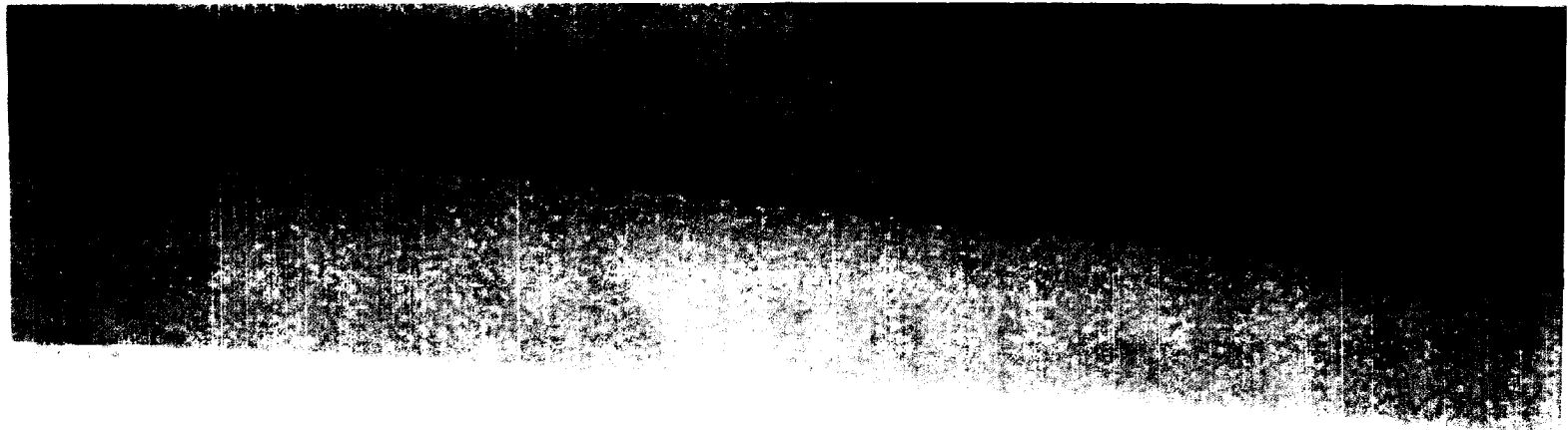
With more than 15,700 stores in 43 countries, Starbucks is becoming one of the most respected brands in the world.



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OPPOSER'S EXHIBIT
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FRIDAYS
STEAK & SEAFOOD



FRIDAYS

FRIDAYS

FRIDAYS

FRIDAYS

ONION RINGS

FRIDAYS

9

9

9



FRIDAYS

FRIDAYS

FRIDAYS

FRIDAYS



& BACON

POTATO SKINS

CHEDDAR

POTATO SKINS STUFFED WITH CHEDDAR CHEESE AND BACON

\$2.08

**T.G.I.
FRIDAYS**

**POPCORN
BUFFALO CHICKEN**

REAL CHICKEN FRIEDER COATED

17 10 007

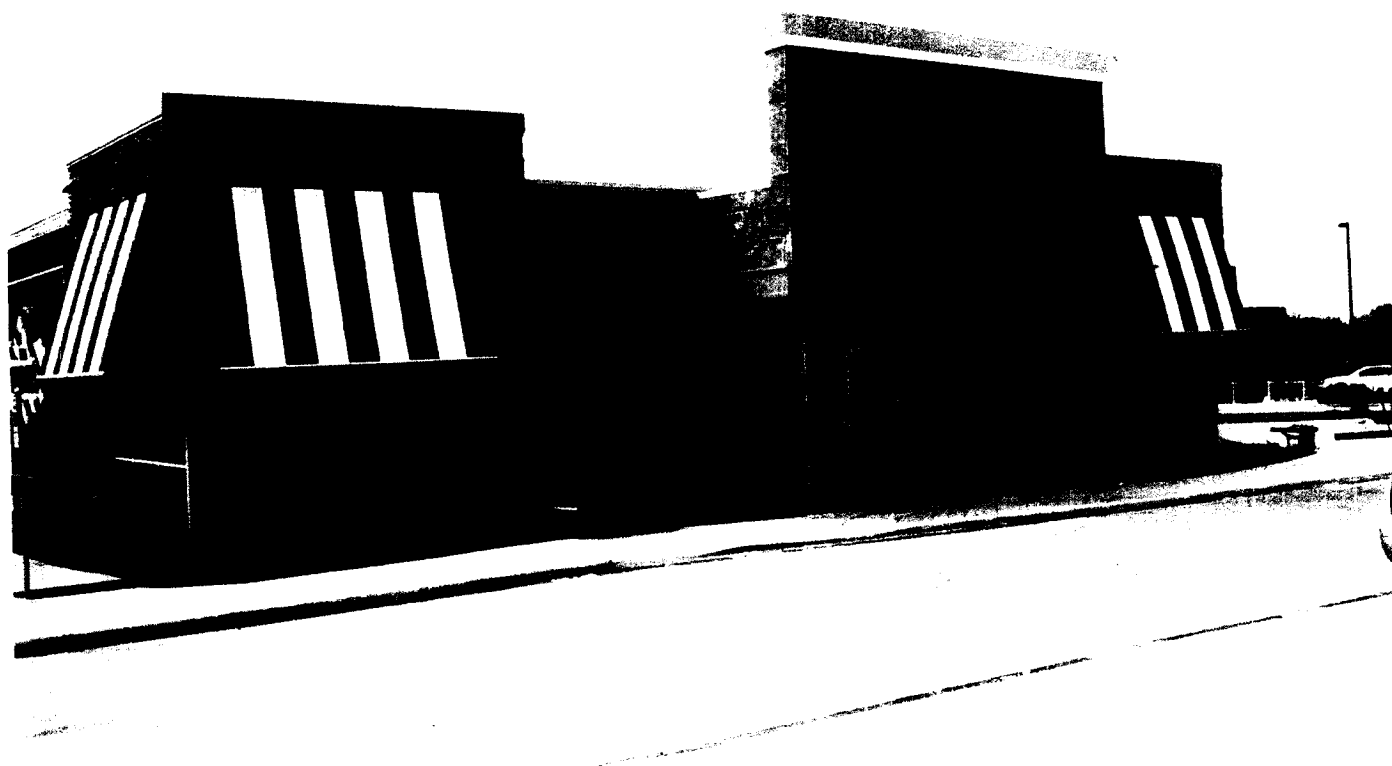
\$2.98

2007-01-17 10:00:07

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**OPPOSER'S EXHIBIT
PX152**



STORE LOCATOR

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What's New

Home

Media Room

Investor

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Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX153

White Castle

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OPPOSER'S EXHIBIT
PX155



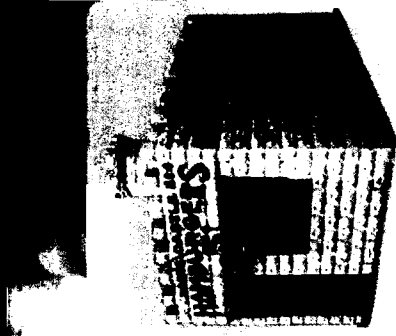


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But when you add it up, the by-the-numbers White Castle math just can't compare to the steam-grilled science of creating that signature Slider.® Or the consistent history of high quality and great taste that turned fast food into big business and jumpstarted the nation's first hamburger century. (Well, almost a century: meat rationing during World War II forced us to sell hot dogs and eggs.) Or, most of all, the shared secret language of committed Cravers across the country, the words and senses that turn all of you into One of Ours.

Still, math is pretty fundamental. Mostly because, in White Castle mathematics (crunched at our Columbus, Ohio, headquarters), the number one keeps popping up.

First fast-food hamburger chain ever. First industrial-strength spatula. First mass-produced paper hat. First to sell a million hamburgers. First to sell a billion hamburgers. First frozen fast food for sale.

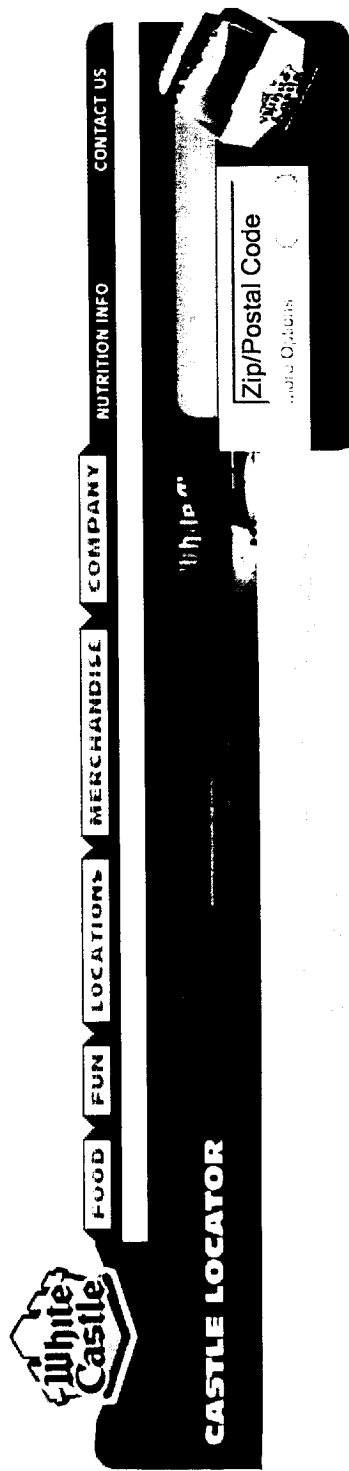
All of which, of course, makes us your number one. Hold your applause for your next burgers.

WHAT YOU CRAVE... OPEN 24 HOURS ©2008 White Castle Management Co. **1-800-THE-CRAVE**

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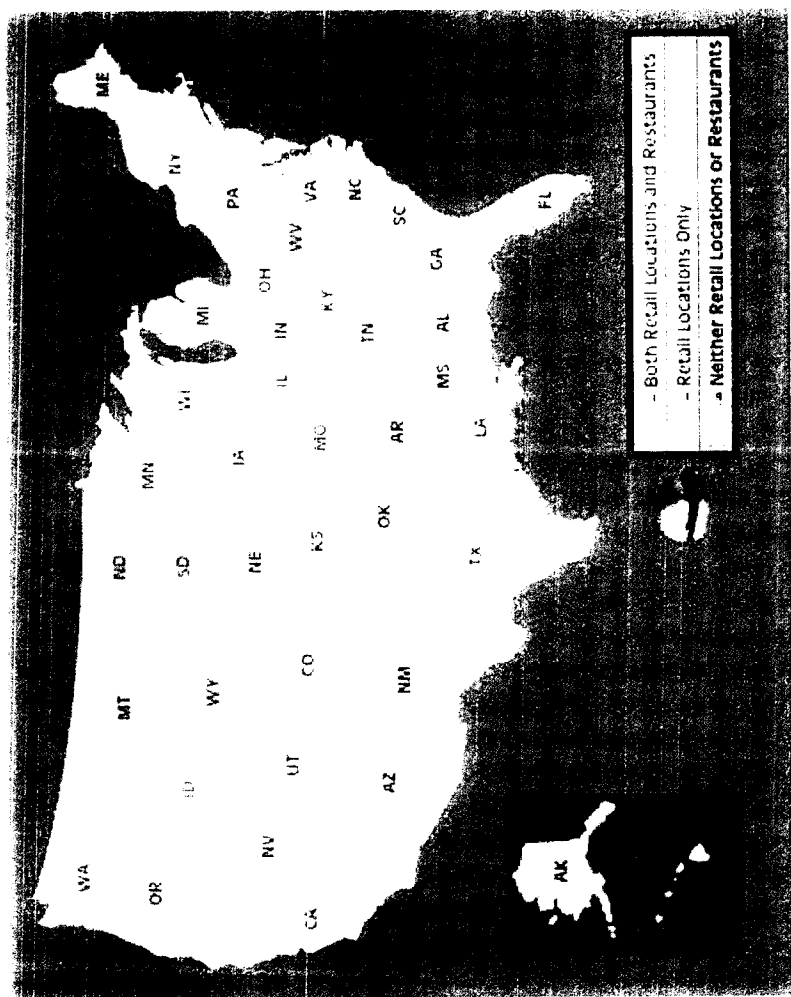
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**OPPOSER'S EXHIBIT
PX159**



Wolfgang Puck Worldwide, Inc.

Wolfgang Puck Worldwide, Inc. (WPW), a privately held corporation, includes a rapidly growing international franchise of the fast-casual Wolfgang Puck Express restaurants, consumer products, book publishing, television, radio and internet programming, and other licensing and merchandising projects.


Wolfgang Puck-branded consumer products include a signature cookware collection, Wolfgang Puck All-Natural pizza, All-Natural and Organic Wolfgang Puck Soups, Stocks and Broths, Wolfgang Puck All-Natural Cooking and Baking Sprays and Wolfgang Puck's Coffee.

Wolfgang authored six popular cookbooks, and his weekly syndicated newspaper column, "Wolfgang Puck's Kitchen," appears in more than 30 newspapers throughout the United States and Canada, with a combined circulation of more than 5.3 million.


Since 1986, Wolfgang has been a regular featured guest on ABC's "Good Morning America," and his Emmy-winning television series, "Wolfgang Puck," debuted on the Food Network in 2000 and aired for five seasons.

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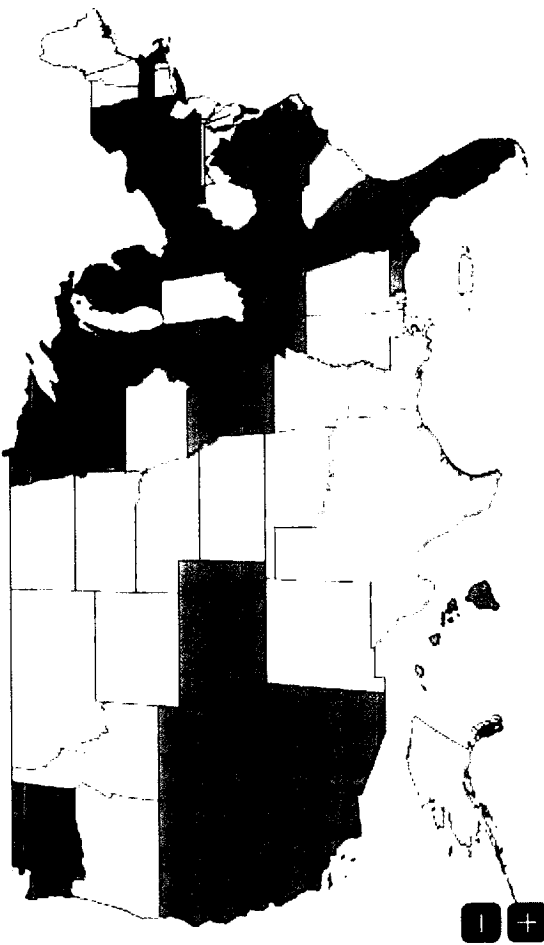


Wolfgang Puck

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**Get Real #4: Girl Reporter Snags Crush! (Get Real) by Linda Ellerbee (Mass Market Paperback - Jul 5, 2000)**

34 Used & new from \$0.01

★★★★★ (18) School & Library Binding

Excerpt - page 29: "... everyone's head but mine that our school would sell only As in a monopoly. Plus the ads. ..."

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**Then Morton Said to Elway: The Best Denver Broncos Stories Ever Told (Book & CD) by Craig Morton and Adrian Dater (Hardcover - Sep 10, 2008)**

30 Used & new from \$9.50

Get it by: ~~\$24.95~~ May 15 if you order in the next 1 hour and choose one-day shipping.

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★★★★★ (16) Excerpt - page 163: "... least, than when the Broncos' defense was nicknamed the Orange in 1977. For the next two years, there was no question as to the best-selling brand in Denver. ..."

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**Couldn't Keep It to Myself: Wally Lamb and the Women of York Correctional Institution (Testimonies from our Imprisoned Sisters) by Wally Lamb (Paperback - Feb 3, 2004)**

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★★★★★ (57) Hardcover

Excerpt - page 80: "... worked so hard to earn. We'd buy grinders and Orange supper, and if Bobby had any extra money from ..."

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**Deconstructing Sammy: Music, Money, Madness, and the Mob by Matt Birkbeck (Hardcover - Sep 16, 2008)**

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★★★★★ (15) Kindle Edition, Paperback, Audio Download, Audio CD

Excerpt - page 243: "... which contained a flask filled with Orange and rum. I thought he stopped drinking?" Ralph whispered. ..."

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ReVamped (Void City, Book 2) by J. F. Lewis (Paperback - Mar 10, 2009)

Buy new: ~~\$16.99~~ \$11.23 38 Used & new from \$5.24

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★★★★☆ (4)

Other Editions: Kindle Edition

Excerpt - page 173: "... in my hand with less pressure than it takes to ... a ... can. She hovered before me, bathed in conflicting colors, pur- ..."
Surprise me! See a random page in this book.



Traditional Construction Patterns: Design and Detail Rules-of-Thumb by Stephen Mouzon and Susan Henderson (Paperback - Jan 26, 2004)

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★★★★☆ page 167: "... is an exceptionally bad idea. Which is easier to do, ... a ... straw by pushing straight down ..."

Surprise me! See a random page in this book.



Hands-On Chemistry Activities with Real-Life Applications: Easy-to-Use Labs and Demonstrations for Grades 8-12 by Norman Herr and James Cunningham (Paperback - May 24, 1999)

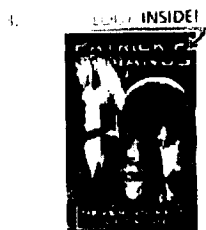
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★★★★☆ page 402: "... 402 Unit Four: Thermodynamics and Kinetics (a) ... a ... cracker and place it in a test tube with 5 ..."

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Never Sniff A Gift Fish by Patrick F. McManus (Paperback - Sep 15, 1984)

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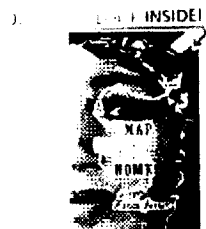
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★★★★☆ (151) Hardcover, Paperback, School & Library Binding, Hardcover; See All.

Excerpt - page 11: "... smoke. Either it was that or the splash of Orange ... pop with ..."

Surprise me! See a random page in this book.



Map of Home, A by Randa Jarrar (Hardcover - Sep 2, 2008)

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★★★★☆ (15) Kindle Edition

Excerpt - page 83: "... a giant ... bottle six stories high, a new play in the Corniche ..."

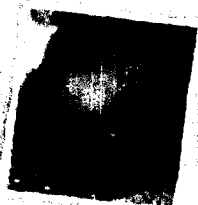
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Finding Home: An Imperfect Path to Faith and Family by Jim Daly (Hardcover - Sep 1, 2007)

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☆☆☆☆ (10)

Other Editions: Kindle Edition, Paperback, Audio CD

Excerpt - page 137: "... until my voice was hoarse, downed Dodger Dogs and Orange ... in years, felt like a ..."

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Chef Jeff Cooks: In the Kitchen with America's Inspirational New Culinary Star (Hardcover - Oct 7, 2008)

48 Used & new from \$13.99

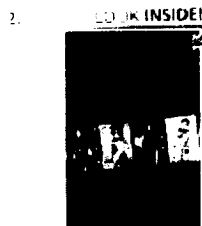
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☆☆☆☆ (5) Kindle Edition

Excerpt - page 113: "... goes well with homemade fries and a bottle of Pineapple ... Serves 4 pounds ground beef 1/2 ..."

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Lights, Camera, Sex! by Christy Canyon (**Paperback - Mar 2003**)

19 Used & new from \$16.23

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☆☆☆☆ (152) Paperback

Excerpt - page 174: "... the lid off and emptied the remainder of my orange ... into his r sticky orange mustache. ..."

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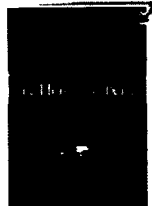
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**The Hemi in the Barn: More Great Stories of Automotive Archaeology** by Tom Cotter and Jay Leno (**Hardcover** - Oct 15, 2007)

51 Used & new from \$11.99

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★★★★★ (130)

"... end of World War II," Leno said. "There were Orange and old porcelain signs from the era. ..."

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14.

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**The Shadow Club** by Neal Shusterman (**Paperback** - Feb 18, 2002)

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★★★★★ (180)

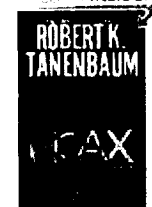
Hardcover, Paperback, School & Library Binding, Turtleback

Excerpt - page 162: "... and all I could think to do with him was him- like I would a can. ..."

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15.

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**Hoax: A Novel** by Robert K. Tanenbaum (**Mass Market Paperback** - May 24, 2005)

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★★★★★ (57)

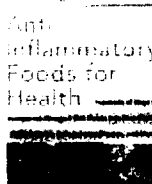
Hardcover, Hardcover, Audio Download, Audio CD; See All.

Excerpt - page 83: "... unless you call grabbing a potato knish and an Orange between 12:11 and 12:13 Monday through Friday doing lunch. Third, ..."

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16.

LOOK INSIDE!

**Anti-Inflammatory Foods for Health: Hundreds of Ways to Incorporate Omega-3 Rich Foods into Your Diet to Fight Arthritis, Cancer, Heart Disease, and More (Healthy Living Cookbooks)** by Barbara Rowe and Lisa M. Davis (**Paperback** - Jan 1, 2008)

35 Used & new from \$11.27

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★★★★★ (74)

"... top of each tomato. Scoop out and discard the insides. the crackers with a rolling pin or in a food processor. ..."

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The Healing Choice: Your Guide to Emotional Recovery After an Abortion by Candace De puy and Dana Dovitch (**Paperback** - Mar 6, 1997)

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☆☆☆☆ (16)

Other Editions: Paperback

Excerpt - page 132: "... cans while saying things to a person in your imagination. ..."

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Whatever Mother Says...: A True Story of a Mother, Madness and Murder (St. Martin's True Crime Library) by Wensley Clarkson (**Mass Market Paperback** - Mar 15, 1995)

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☆☆☆☆ (89) Excerpt - page 94: "... tried to drink an iced grape ... as she scrubbed away on her hands and knees inside ..."

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Red Earth, White Earth by Will Weaver (**Paperback** - Nov 15, 2006)

30 Used & new from \$5.35

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☆☆☆☆ (5) Kindle Edition, Hardcover, Mass Market Paperback

Excerpt - page 140: "... to drink. On those days Helmer always bought six Orange ... pops. Two apiece. Guy always drank his so fast that ..."

Surprise me! See a random page in this book.



Fancy White Trash by Marjetta Geerling (**Hardcover** - May 15, 2008)

45 Used & new from \$2.33

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Eligible for **FREE** Super Saver Shipping.

☆☆☆☆ (80) Kindle Edition, Hardcover

Excerpt - page 174: "... Cody the can and drops it to the ground. It lands with ..."

Surprise me! See a random page in this book.



El Charro Café Cookbook: Flavors of Tucson from America's Oldest Family-Operated Mexican Restaurant by Jane Stern and Michael Stern (**Hardcover** - Nov 30, 2002)

14 Used & new from \$29.38

☆☆☆☆ (80) Excerpt - page 136: "... the crackers and place them in a bowl with the hot ..."

Surprise me! See a random page in this book.

22.

Eight Habits of the Heart: Embracing the Values that Build Strong Families and Communities (African American History (Penguin)) by Clifton L. Taulbert (**Paperback** - Jan 1, 1999)

143 Used & new from \$0.01

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★★★★★ (4)

Excerpt - page 19: "... HABITS OF THE HEART 19 me up on an Orange crate placed on get ..."

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Mother's Day by Dennis McDougal (**Hardcover** - Jun 27, 1995)

35 Used & new from \$0.01

★★★★★ (4) page 266: "... said Terry. "I remember we were trying to drink grape 'caus Surprise me! See a random page in this book.

Air Force One: A History of the Presidents and Their Planes by Kenneth T. Walsh
12, 2004)

64 Used & new from \$0.67

Buy it by: ~~\$14.95~~ \$14.95 May 15 if you order in the next 7 minutes and choose one-day shipping.Eligible for **FREE** Super Saver Shipping.

★★★★★ (15) Hardcover, Hardcover, Hardcover

Excerpt - page 129: "... floor of her husband's stateroom . Amy Carter would also around her, just to make mischief, ..."

crackers

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**It's On and Poppin** by Alastair J. Hatter (**Paperback** - May 1, 2007)

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★★★★★ (1053) Paperback

Excerpt - page 113: "... entered back into the room with two glasses of Orange ...
"Girl, this food is the bomb," Dee Dee stated with ..."
Surprise me! See a random page in this book.**Chemistry and the Living Organism, 6E, Laboratory Manual** by Molly M. Bloomfield and Lawrence J. Stephens (**Paperback** - Jan 1996)

26 Used & new from \$16.67

Get it by Monday, May 18 if you order in the next 23 hours and choose one-day shipping.Eligible for **FREE** Super Saver Shipping.Excerpt - page 296: "... worn while handling the saliva solution in Steps 5-10. 1. ...
cracker in a test tube. ..."
Surprise me! See a random page in this book.**Penny Whistle Sick-in-Bed Book: What to Do with Kids When They're Home for a Day, a Week, a Month, or More** by Meredith Brokaw, Annie Gilbar, and Jill Weber (**Paperback** - Oct 1, 1993)

33 Used & new from \$0.25

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★★★★★ (18) Hardcover, Unknown Binding

Excerpt - page 65: "... puppet tap the other on the head with a club, ...
a mess, do magic tricks, use disguises, ..."
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crackers to make

**Magic Science: 50 Jaw-Dropping, Mind-Boggling, Head-Scratching Activities for Kids** by Jim Wiese (**Paperback** - Feb 20, 1998)

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★★★★★ (15) Kindle Edition, School & Library Binding

Excerpt - page 65: "... Tell the audience that you are going to ... the ... can without touching it. 2. ..."

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Cowboys Essential: Everything You Need to Know to Be a Real Fan! by Frank Luksa and Roger Staubach (**Hardcover** - Sep 2006)

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☆☆☆☆ (2)

Excerpt - page 82: "... a team color-related Orange ... mania in Denver. None of it kept the Cowboys from being installed as six-point favorites. Martin agreed with the odds. "Orange is a ... water, baby, you drink it. ..."

Surprise me! See a random page in this book.



Man in the Moon by Dotti Enderle (**Hardcover** - Jul 8, 2008)

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☆☆☆☆ (13) Kindle Edition, Paperback, Library Binding

Excerpt - page 64: "... An Orange ... bottle sat on the coffee table, wrapped in a cup ..."

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Mountain Dew: The History by Dick Bridgforth (**Paperback** - Feb 26, 2007)

7 Used & new from \$23.99

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☆☆☆☆ page 69: "... Two of the exist- ing ... franchises needed new management and needed an infusion of money. Bring money and pick one. Orange ... Orange ... Logo 1950's Although Barney and Ally both enjoyed ..."

Surprise me! See a random page in this book.

32.



Antique & Contemporary Advertising Memorabilia (Antique and Contemporary Advertising Memorabilia) by B. J. Summers (**Hardcover** - April 2004)

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☆☆☆☆ (15) Hardcover

Excerpt - page 243: "... bottom, diamond-shaped, 211/4' x 211/4', 1938, EX\$275.00 13 Orange ... , thermometer, tin, die cut, embossed, bottle, 7" x 283/4', 1950s, ..."

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33.



Getting Started with Adobe Photoshop Elements (Digital Quick Guides series) by Michelle Perkins (**Paperback** - Jul 1, 2005)

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☆☆☆☆ (15) Kindle Edition

Excerpt - page 10: "... Imagine you ... a ... can. It will take up less space, but it will ..."

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SAT Vocabulary Express: Word Puzzles Designed to Decode the New SAT by Ja Michael Ashley (**Paperback** - Sep 23, 2004)

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☆☆☆☆☆ (6)

Excerpt - page 6: "... afterward 17. Headliner in a movie 18. Maker of Orange ... 19. Bes Surprise me! See a random page in this book.



Beginner's Guide to Adobe Photoshop by Michelle Perkins (**Paperback** - Jul 1, 200

8 Used & new from \$55.20

☆☆☆☆☆ (18) Hardcover, Paperback

Excerpt - page 10: "... too good to be true? It is (mostly). Imagine you a ... can. It will t will ..."

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It Takes One To Catch One by Steven A. Knutson (**Paperback** - Oct 21, 2007)

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☆☆☆☆☆ (12) 9: "... I'd get rewarded with an orange after it was all done. I still rem Surprise me! See a random page in this book.

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**Beginner's Guide to Adobe Photoshop Elements** by Michelle Perkins
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★ ★ ★ ★ ★ (5) Kindle Edition

Excerpt - page 7: "... Imagine you a can. what formats it accepts, then save your It will ..."

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38.

**The Great Book of Denver Sports Lists (Great Book of Sports Lists)** by Irv Brown and Joe Williams (Paperback - Oct 13, 2008)

40 Used & new from \$2.02

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★ ★ ★ ★ ★ (5) Kindle Edition

Excerpt - page 144: "... painted their houses, cars and children orange. Sales of Orange went up ten thousand percent in Denver, ..."

Surprise me! See a random page in this book.

39.

**Bitter Harvest : A Chef's Perspective on the Hidden Danger in the Foods We Eat and What You Can Do About It** by Lisa M. Holmes (Hardcover - Jun 2000)

45 Used & new from \$1.78

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★ ★ ★ ★ ★ (5) Hardcover

Excerpt - page 20: "... had been introduced to "Mr. Peanut," Nathan's Famous Frankfurters, Orange, Starkist Seafood, Sunsweet Growers products, and Clark Bars.

Unfortunately, the ..."

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40.

**Lodestar (Firestar)** by Michael Flynn (Mass Market Paperback - April 15, 2001)

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★ ★ ★ ★ ★ (5) Hardcover

Excerpt - page 151: "... poor trip. Hey, this flubber isn't so bad. I can cans with my hand. . ." "That's no big deal. ..."

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41.

Donna Sue's Down Home Trailer Park Bartender's Guide by Donna Sue Boxcar and Ruby Ann Boxcar (Paperback - Sep 1, 2003)

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☆☆☆☆☆ (8)

Excerpt - page 251: "... tequila 1 1/2 ounces Wild Turkey 101 6 ounces Orange ..."
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Digital Photography 101 (Digital Quick Guides series) by Michelle Perkins
(Paperback - Jun 1, 2005)

34 Used & new from \$4.13

Buy new: \$44.95 \$10.17

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Excerpt - page 14: "... don't worry-it is (at least to some degree). Imagine you ... a ...
can. It will take up less space, but it will ..."

Surprise me! See a random page in this book.



In Control: The Rebirth of an NFL Legend by Thomas Henderson and Frank
Luksa (Paperback - Aug 1, 2004)

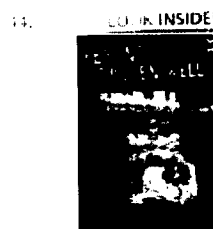
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☆☆☆☆☆ (29) 190: "... asses. When we beat the Denver Broncos and their Orange ...
defense I took a can of orange ... and bit into it. I said the Los Angeles Rams ..."

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Beyond the Open Well by Jean Hebert (Paperback - April 25, 2008)

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☆☆☆☆☆ (22) 55: "... like real princesses. They were given a bottle of Orange
pop to share. ..."

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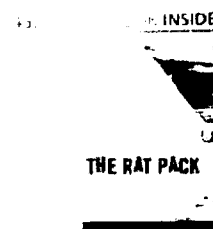


Outdoor Life: If Nature Calls...Hang Up! (Outdoor Life) by Creative Publishing
International (Paperback - Oct 1, 1999)

14 Used & new from \$4.99

☆☆☆☆☆ (60) 7: "... Either it was that or the splash of Orange ... pop with which my
sidekick Retch Sweeney, ever quick to ..."

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The Rat Pack: Neon Nights with the Kings of Cool by Lawrence J. Quirk and
William Schoell (Paperback - Aug 1, 1999)

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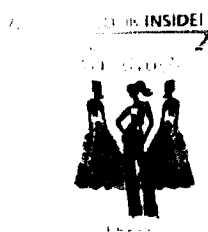
☆☆☆☆☆ (57) Hardcover

Excerpt - page 282: "... then on, except for the occasional drink, Sammy sipped Orange ...
pop from noontime till dawn. But then there was a ..."

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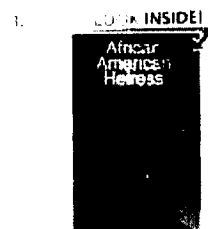
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☆☆☆☆ (3) Paperback

Excerpt - page 158: "... puny pink and white filler flowers, students could send their ... a car
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☆☆☆☆ (3) Paperback

Excerpt - page 100: "... also served her a concoction of grape, strawberry and pineapple ...
liked. ..."
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49.



Indian-Made: Navajo Culture in the Marketplace, 1868-1940 (Cultureamerica) by Erika Marie Bsumek (**Hardcover** - Oct 3, 2008)

36 Used & new from \$14.97

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Excerpt - page 96: "... Other traders reported that Blue Bird flour, Arbuckle's coffee, Orange ... Levi's jeans, Coleman lights and fuel, Wheat-ies cereal, PET ..."

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50.



The Girl on the Magazine Cover: The Origins of Visual Stereotypes in American Mass Media by Carolyn Kitch (**Paperback** - Oct 31, 2000)

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★★★★★ (4) Paperback

Excerpt - page 145: "... Arrow Collar Man." And when modern companies such as Orange ... and Edison Mazda (electrical lighting) ..."

Surprise me! See a random page in this book.

51.



Go F* Yourself: The Kid From Brooklyn's Book Of Rants And Other Stuff** by Michael Benson and Mike Caracciolo (**Paperback** - Jan 1, 2008)

46 Used & new from \$4.99

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★★★★★ (4) Kindle Edition

Excerpt - page 136: "... that battered red wagon. It was loaded with empty Orange bottles. He was heading over to Majeski's, where he got ..."

Surprise me! See a random page in this book.

52.



Talk to Me: Travels in Media and Politics by Anna Deavere Smith (**Paperback** - Oct 16, 2001)

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★★★★★ page 245: "... taken his jacket off, loosened his tie. He drank Orange ice and ate two huge chocolate chip cookies, which ..."

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53.

DOGS and GODDESSES by Linda Segall Anable (**Paperback** - Dec 30, 2008)

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★★★★★ (4)

Other Editions: Kindle Edition

Excerpt - page 93: "... car-crushing Amazon woman Lily expected, Francesca looked barely able to ... a ... can. ..."
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Foster Care Odyssey: A Black Girl's Story (Willie Morris Books in Memoir and Biography) by Theresa Cameron (**Hardcover** - Mar 12, 2002)

30 Used & new from \$10.00

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★★★★★ (5) Kindle Edition

Excerpt - page 27: "... lunch counter, and I spent my weekly allowance on Cherry ... pop. For their french fries, most customers requested catsup, but ..."
Surprise me! See a random page in this book.



Savannah Breeze by Mary Kay Andrews (**Hardcover** - April 11, 2006)

112 Used & new from \$0.01

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Eligible for **FREE** Super Saver Shipping.

★★★★★ (50) Kindle Edition, Paperback, Audio Download, Audio CD; See All.

Excerpt - page 106: "... a new recipe. You use a bottle of Nehi Orange ... , a box of orange Jell-O, and a can of those ..."
Surprise me! See a random page in this book.

55.



Highest Traditions: Memories of War by Tony Lazzarini (**Hardcover** - May 2003)

17 Used & new from \$9.22

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Eligible for **FREE** Super Saver Shipping.

★★★★★ (20) Kindle Edition
Excerpt - page 83: "... walked up to our ship with a basket of Orange ... on ice, I bought two and gave one to John. ..."

Surprise me! See a random page in this book.

57.



1000 Best Bartender's Recipes by Suzi Parker (**Paperback** - Aug 1, 2005)

47 Used & new from \$0.35

Get it by **Friday, May 15** if you order in the next 35 minutes and choose one-day shipping.

Eligible for **FREE** Super Saver Shipping.

★★★★★ (18) Kindle Edition

Excerpt - page 511: "... little monkey and his chimp-a-riffic friends. 1/2 ounce strawberry ... 2 1/2 ounces orange juice 1 ..."
Surprise me! See a random page in this book.

58.

The Restless Universe: Understanding X-Ray Astronomy in the Age of Chandra and Newton by Eric M. Schlegel (**Hardcover** - Oct 3, 2002)

97 Used & new from \$2.37

Buy new: \$5.00



Ad feedback



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☆☆☆☆☆ (1)

Excerpt - page 114: "... in this case, downward. You could use that energy to ... a ... can, for down, you are executing ..."

Surprise me! See a random page in this book.



Maximum Boy #02: The Day Everything Tasted Like Broccoli by Dan Greenburg (Paperback - May 1, 2001)

29 Used & new from \$0.01

☆☆☆☆☆ (15) School & Library Binding, Turtleback

Excerpt - page 2: "... And being able to ... a ... can with one hand. (Actually, I could ...)"

Surprise me! See a random page in this book.



The Official Guide to Flea Market Prices, 2nd edition by Harry Rinker (Paperback)

14 Used & new from \$4.70

Other Editions: Paperback

Excerpt - page 45: "... 14 Crushy, Orange ... sign, round, Crushy above 'Orange- ... orange ground, 1940s ..."

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beveragesDirect.com Buy Orange, Strawberry or Grape. Nostalgic Sodas - Glass Bottles.

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Girl Reporter Stuck in Jam!... by Linda Ell...
★★★★★ (5)



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★★★★★ (2)



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**Movie Blockbusters by Julian Stringer (Hardcover - Jun 10, 2003)**

16 Used & new from \$106.02

Usually ships in 12 days

Eligible for **FREE** Super Saver Shipping.

★★★★☆ (15) Paperback

Excerpt - page 249: "... ur a billboard for ... in the subway, there was a series of television ads ..."

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62.

**Mennonite Cookbook: More Than 450 Classic Recipes by Altona Women's Institute (Paperback - Oct 1, 2003)**

16 Used & new from \$10.00

Usually ships in 12 days

Eligible for **FREE** Super Saver Shipping.

Excerpt - page 221: "... and clean salmon. Mix with eggs, pepper, salt and milk. biscuits until fine ..."

Surprise me! See a random page in this book.

63.

**150 Captivating Chemistry Experiments Using Household Substances by Brian Rohrig (Paperback - Nov 2002)**

3 Used & new from \$364.00

★★★★☆ (5) Unknown Binding

Excerpt - page 30: "... Air Pressure - Experiment # 1: THE IMPLoding ... CAN O Objective: To a can with air pressure. J Materials: • Empty ..."

Surprise me! See a random page in this book.

64.

**Lead Now - or Step Aside! by C. Kevin Wanzer, Jennifer Gunter, Bobby Petrocelli, and Jeff Yalden (Paperback - Jan 1, 2000)**

53 Used & new from \$0.01

★★★★☆ (256) Paperback
Excerpt - page 256: "... Individuals who have a great friends) will sign up to send them a comes in two sizes; ..."

on someone else (or they may just be on that special day.

Surprise me! See a random page in this book.

65.

**Snowboarding for Women: A Guide for the Betty Shred Wannabe by Chickie Rosenberg (Paperback - Oct 2003)**

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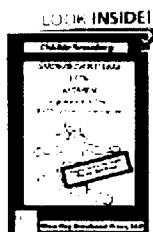
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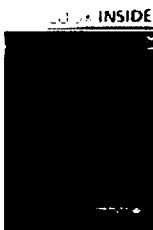
Excerpt - page 106: "... the stronger posture compared to toeside. If you want to ... a ... can, would you do it with your heel or your ..."
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Darkened Horizons Issue 3 by Darkened Horizons (Paperback - Jul 27, 2008)

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Excerpt - page 53: "... a pack of American Spirits and a couple of Orange ... cans."
Surprise me! See a random page in this book.



Heritage Political & Americana Auction #685 by Heritage Auctions and Inc. (Paperback - Jun 1, 2008)

2 Used & new from \$29.94

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Excerpt - page 183: "... Estimate: \$100-\$200 79143 Orange ... Tray Lot of Two, both are vintage trays and show ..."
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68.



From Pigtales and Pinafores: My mother's life growing up in the Florida gulf by Elizabeth Hawkins (Paperback - Nov 10, 2005)

23 Used & new from \$9.32

Get it by Monday, May 18 if you order in the next 21 hours and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.

Excerpt - page 63: "... with a bottle of Orange ... I asked with surprise, "where did you get that?" She ..."
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69.



Street Credit by ROY LAMBERT (Paperback - Jun 25, 2007)

19 Used & new from \$5.12

Get it by Monday, May 18 if you order in the next 21 hours and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.

Excerpt - page 30: "... and I got me a big cookie, and an organ ... I played the game of poker in my mind, all ..."
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70.



The First One is Free: A John MacPeace Novel by J B Purdy (Paperback - Jan 5, 2006)

21 Used & new from \$5.12

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Other Editions: Paperback

Excerpt - page 7: "... rusted, RC Cola floor cooler and searched for an Orange ... that was his least favorite vice. At six-foot four, or ..."
Surprise me! See a random page in this book.

71.

Dominant Species -: : Natural Selection by David Coy (Paperback - April 11, 2007)



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☆☆☆☆☆ (3)

Other Editions: Paperback

Excerpt - page 93: "... and enhance it for a special purpose, say just to ... cans end to er
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Country Recipes and Other Interesting Stuff by Bob Holt (**Paperback** - Aug 3, 201

25 Used & new from \$10.60

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Excerpt - page 3: "... bottling plant beside our house. They bottled NuGrape and Orange ...
had a ..."

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73.

**Release Me** by Linda Lanterman (**Paperback** - April 24, 2002)

22 Used & new from \$5.00

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Excerpt - page 122: "... guys what I saw." One of his two deck hands ... crackers in his fist and drops the crumbs over the ...
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74.

**Uneasy Alliance: Twentieth-Century American Literature, Culture and Biography (Costerus NS 150)** by Hans Bak (**Paperback** - May 2004)

5 Used & new from \$36.00

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Excerpt - page 180: "... 180 Sr6`1n CcLti7illu an Orange ... There, he and Enoch ogle a local woman, who again ..."
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75.

**Sis** by Edna Romero (**Paperback** - Aug 15, 2000)

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Other Editions: Paperback

Excerpt - page 61: "... behind it, and then helped herself to a free Orange ..."
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75.

**A System of Chemistry: Volume 2** by Thomas Thomson (**Paperback** - Aug 28, 2001)

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Excerpt - page 42: "... air it äb rhsoxygcn, d is soon cover- with a ... of ... : vñch de ligi#esc á much more slowly than potash.; ..."
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77.

**Raw Power: A Novel With the Heart of a Drive-in Movie** by Perri Pagonis (**Paperback** - April 19, 2002)

26 Used & new from \$11.56

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Excerpt - page 41: "... T-shirts were noshing on extra-crispy buffalo wings and drinking Orange ..."
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PART ONE: A list by J. Norris
"sleepydog" ' /

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Into the Greenhouse Vol. IV: Dreams. The Art of Living Limitlessly by Dwight S. Huggins (Paperback - Nov 14, 2007)

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Excerpt - page 90: "... him to go ahead. I asked him for a grape drink, and he said that it was .95. So I ..."

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Football Shorts : 1,001 of the Game's Funniest One-Liners by Glenn Liebman (Hardcover - Sep 1, 1997)

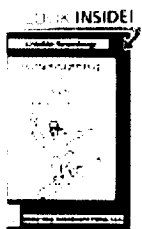
56 Used & new from \$0.01

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Excerpt - page 26: "... after a bad season by the Broncos "Orange is water, baby. You drink it. It don't win football games. ..."

Surprise me! See a random page in this book.



Snowboarding for Men: A Guide for Guys by Chickie Rosenberg (Paperback - Sep 2004)

16 Used & new from \$16.81

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Excerpt - page 112: "... the stronger posture compared to toeside. If you want a or beer can, would you do it with your heel ..."

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**Fighting the Devil: And sometimes he loses
And sometimes he wins
Fighting the devil
Again and again by Cliff Compton (Paperback - Jul 16, 2007)**

21 Used & new from \$12.52

Get it by: Friday, May 15 if you order in the next 34 minutes and choose one-day shipping.

Eligible for **FREE** Super Saver Shipping.

Excerpt - page 30: "... floors Tonic bottles and harrow spikes And old orange bottles And broken toys that a museum would covet if ..."

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A Street Called Cypress by Adonna Moheb (Paperback - Jul 26, 2008)

20 Used & new from \$10.00

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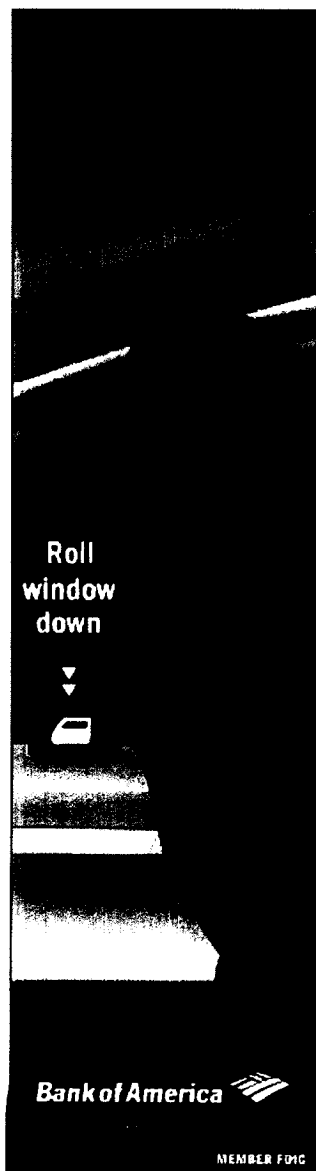
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Other Editions: Hardcover

Excerpt - page 115: "... I could watch a soap opera and drink cans of Orange- aimlessly pass the time till the bus came in. ..."

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Development, Crisis, and Class Struggle: Learning from Japan and East Asia by Paul Burkett and Martin Hart-Landsberg (Hardcover - Jun 3, 2000)



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Buy new: \$91.95 8 Used & new from \$39.50

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Excerpt - page 139: "... he started crying "; in another, "two women [tried] to ... cans by cleavages and squeezing their ..."

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Make it Right!: Hambone by Roy Lambert (**Paperback** - Jul 5, 2006)

21 Used & new from \$7.40

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Excerpt - page 47: "... pint of whiskey, a gallon jug of moonshine, two orange ... pops ar Why Tom was getting high on ..."

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**Bone Factory** by Steven Sidor (**Hardcover** - Aug 11, 2005)

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Eligible for **FREE** Super Saver Shipping.

☆☆☆☆ (13) Hardcover, Mass Market Paperback

Excerpt - page 32: "... Durex condoms, Prometh w/Codeine VC bottles, Orange cans, and six Red Stripe empties. Apparently, Watts ate out ..."
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35.

**Freezing Tillie: An Alliance of Strangers** by Gary Barnes (**Paperback** - Dec 28, 2000)

33 Used & new from \$3.20

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☆☆☆☆ (1) Paperback
Excerpt - page 171: "... Gary Barnes 171 Orange cans, and six Red Stripe empties. Apparently, Watts ate out ..."

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87.

**The Super Bowl of Advertising: How the Commercials Won the Game** by Bernice Kanner (**Hardcover** - Nov 2003) - **Illustrated**

45 Used & new from \$0.01

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Eligible for **FREE** Super Saver Shipping.

☆☆☆☆ (15) Paperback

Excerpt - page 14: "... in TV history. The Denver Broncos defense-known as 'The Orange' - posed for Orange cans, and six Red Stripe empties. Apparently, Watts ate out ..."
Surprise me! See a random page in this book.

38.

**Life Begins At Forty** by Dumitru Crac (**Paperback** - Jun 24, 2001)

30 Used & new from \$1.97

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Eligible for **FREE** Super Saver Shipping.

Excerpt - page 64: "... He won't live the rest of his life! And it was high time for him ..."
Surprise me! See a random page in this book.

39.

Multiple Classifier Systems: 6th International Workshop, MCS 2005, Seaside, CA, USA, June 13-15, 2005, Proceedings (Lecture Notes in Computer Science / ... Vision, Pattern Recognition, and Graphics) by Nikunj C. Oza, Robi Polikar, Josef Kittler, and Fabio Roli (**Paperback** - Jul 21, 2005)

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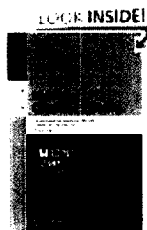
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Excerpt - page 235: "... was worse, decorated 1970s: a couch the color of Orange ... a rust-and-yellow shag carpet with God knew what parasites inhabiting ..."
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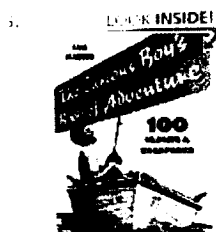
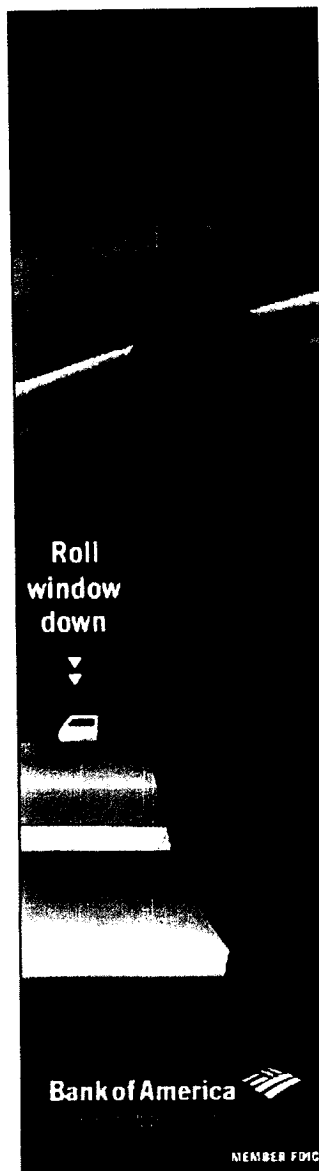


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Excerpt - page 82: "... approached. Without having to be told, she took an Orange ... from a chest and said, 'What will your friend have? ...'
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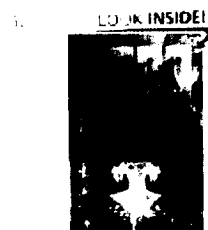
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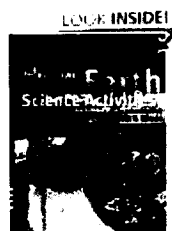
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Excerpt - page 19: "... dll* ACTIVITY 1.10 How Can You ... a ... Can with Air Pressure? (Teacher demonstration) ..."

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**Evolution of the Human Diet: The Known, the Unknown, and the Unknowable (Human Evolution Series)** by Peter S. Ungar (**Hardcover** - Oct 26, 2006)

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Excerpt - page 371: "... crackers 1876 Processed cheese 1915 Pillsbury white flour 1881 Orange 1916 Coca-Cola 1886 Moon Pie 1917 Log Cabin ..."

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Excerpt - page 87: "... a bit. You look-I mean-purple is ... good. On you. [...] can, apparently by accident, ..."

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**A Companion to the Literature and Culture of the American South (Blackwell Companions to Literature and Culture)** by Richard Gray and Owen Robinson (**Hardcover** - Jun 25, 2004)

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Excerpt - page 492: "... called the Frosty Bottle in the shape of an Orange ..."

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Excerpt - page 90: "... WENSLEY CLARKSON iced grape ... as she scrubbed away on her hands and knees inside ..."

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Excerpt - page 101: "... chewing gum on a television set, or a billboard for ... in the sut
of television adverts ..."

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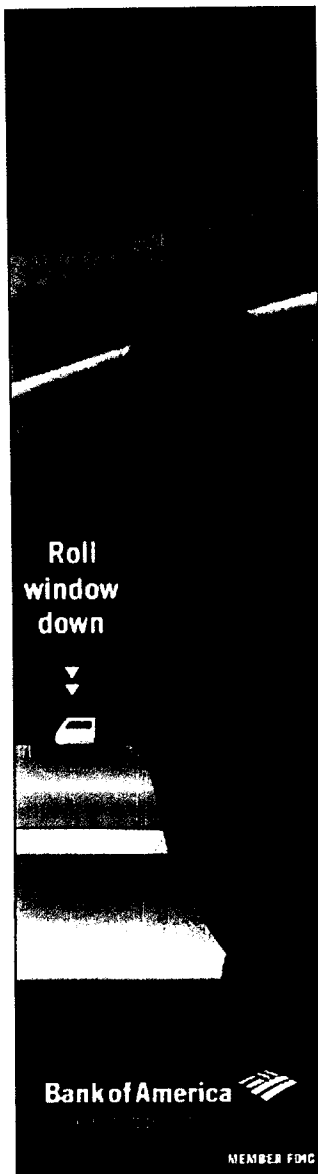
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page 30 ... this? This **Crush** thing is going to be in their faces ever...

page 32 ... "But if **Crush** Cola is the only drink sold in school, I'm go...

page 40 ... **Crush** thing," I answered sulkily. I'd already filled Gram in ...

page 42 ... Gram was right. I could stand up to **Crush** Cola and th...

page 47 ... **Crush** Cola was sponsoring a fashion feature on...

page 81 ... **Crush** people are going to be here on Wednesday and Thurs...

page 87 ... "Do you think they'll give us **soda**, too?" "I'm not...

page 116 ...that most teachers didn't even realize. And **Crush C...**

page 117 ... **soda** had twenty-three teaspoons of sugar. In **Crush**, ...

page 127 ... **Crush!** GROUND ZERO. WEDNESDAY morning.

page 128 ...the next few minutes, a steady flow of anti-**Crush** stud...

page 140 ...and after receiving a disturbing call from the **Crush** ...

page 148 ... The Crusher had also taken all the **soda** that the **Crush** re...
page 150 ... but not one of them was wearing their anti-**Crush** jewel...
page 156 ... they require that only **Crush soda** machines be p...
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time? Did it go over everyone's head but mine that our school would sell *only* Crush soda? As in a monopoly.

Plus the ads. At school. On jerseys and buses. This was a capitalist marketing nightmare. And it was happening at our school.

I turned to Megan and was totally shocked to see her clapping too. I mean, I didn't expect a lot from Megan, but I expected more than this.

"Um, excuse me?" I said loudly, raising my hand and standing. My notebook clattered to the floor.

"The floor recognizes, uh . . ." Spencer didn't know me. Since he was an eighth grader he didn't have much time for us lowly sixth-grade grommets. And the fact that I was on the school newspaper didn't matter. Megan and I had to restart *Real News* because years ago students had abandoned it. And some of the older kids still rolled their eyes at the newspaper.

Well, no matter. Spencer was about to come face-to-face with Casey Smith, take-no-prisoners girl reporter.

"Casey Smith." I finished his sentence for him and took a deep breath. "Ms. Nachman, I'm aware that this school needs cash really badly. In fact, I just spent the day researching a story for *Real News* on lousy lab equipment. But don't you think the students should have a say in a decision like

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[page 243 ... which contained a flask filled with Orange **Crush soda** a...](#)

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CHAPTER 22

Three black limousines pulled up to an apartment complex in Washington, DC, and Brian Dellow jumped out of the lead car, wearing a black tuxedo, his hands filled with jewelry, a shaving kit, and a gun.

Waiting for Brian was Ralph Wunder, the owner of the limousine company, who received a frantic call from Brian just minutes earlier, asking if the group could stop by to drop something off.

"Ralph, don't you live a couple of blocks from the Kennedy Center?" said Brian. "Sammy's packing a gun and we found out we have to pass through metal detectors and have to drop off some stuff."

Ralph exited the lobby and walked to the car to meet Brian. In his hands were jewelry, including gaudy gold nuggets, diamond rings, and a gold watch given to Sammy by Frank Sinatra. Along with the jewelry exchange came Sammy's shaving kit, which contained a flask filled with Orange Crush soda and rum.

"I thought he stopped drinking?" Ralph whispered.

"He did," said Brian, winking his eye.

Ralph also took the handgun.

"Sammy's always packing," said Brian.

The limos were soon on their way, and the entourage was escorted into the White House for their meeting with President Ronald Reagan. Sammy was being honored as a recipient of a 1987 Kennedy Center Honor, which recognized him for his lifetime of contributions to American culture. Other 1987 honorees included



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page 11 Either it was that or the splash of Orange **Crush soda** p...
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"Stop the cackling, Milt," I told him. "It only encourages her."

Once his tasteless display of mirth had subsided, Milt explained that he was building a muzzleloader and needed some technical advice from me. A mutual acquaintance, one Retch Sweeney, had told him that I had once conducted extensive scientific research on primitive firearms. That was true. In fact, it would be difficult to find firearms more primitive than those utilized in my research.

"You've come to the right man," I said. "Yes, indeed. Now the first thing I need to know is, are you building it from a kit or from scratch?"

"A kit," Milt said.

"Good," I said. "Building muzzleloaders from scratch is a risky business, particularly when you work your way up to sewer pipe too soon. Now the first thing . . ."

"Sewer pipe?" Milt asked. "What do you mean, sewer pipe? Are you sure you know something about black powder?"

"Ha!" I replied. "Do you see my eyebrows?"

"No."

"Well, that should answer your question. All us experts on black powder have bald eyes."

Actually, I do have eyebrows, but they are pale, sickly fellows, never having recovered from the shock of instant immolation thirty years ago. Having my eyebrows catch fire ranks as one of the more interesting experiences of my life, although I must say I didn't enjoy it much at the time.

Indeed, my somewhat faulty eyesight may be a direct result of having my eyebrows go up in smoke. Either it was that or the splash of Orange Crush soda pop with



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page 137 ...downed Dodger Dogs and Orange **Crush soda**, a...
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dad: take 2

Go see the Los Angeles Dodgers vs. the Cincinnati Reds ... in a doubleheader? Best of all, if we got there in time, we might get my ball autographed. I floated. I was going to my first major league baseball game—with Dad. Mike and Dave would be so jealous.

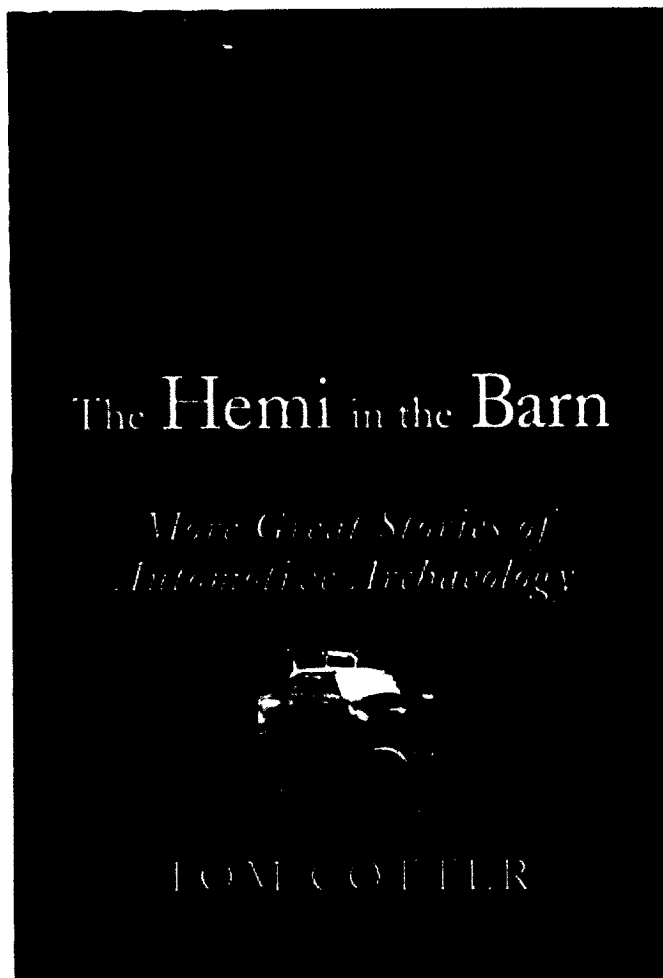
Dad told me to toss my stuff in the bedroom and wash up. We'd have to hurry to catch the bus to Dodger Stadium. Minutes later, we ran to the bus stop, but the taillights of our bus could be seen moving away just as we arrived. Dad tried to assure me another bus would come along soon enough, but I was brokenhearted. I kept saying, "We're *never* going to get there in time."

My dad, seeing the disappointment, flagged down a cab. I knew that was a big sacrifice on his part; Dad disliked paying taxi fare the same way he disliked paying for our trash service back on Cosby Street. The trip from San Gabriel to Los Angeles was upward of thirty miles. Thanks to some fancy Friday-night driving, we arrived a half an hour before the game with enough time to meet some of the players.

I smiled so wide my face could barely contain it. My baseball had been signed by Johnny Bench, Steve Garvey, Joe Morgan, Pete Rose, and Davey Lopes. Best of all, I was with my dad. For hours I cheered until my voice was hoarse, downed Dodger Dogs and Orange Crush soda, and, for the first time in years, felt like a kid again.

Here's the funny thing about that ball. Weeks later, a bunch of guys from school wanted to play baseball at lunch. One problem. We didn't have a ball. Remembering my autographed treasure, which, amazingly, Marky didn't steal, I brought the autographed ball to school. Needless to say, by the end of recess my shiny white ball was black; the merciless asphalt pavement had taken off all the signatures, too. That ball would probably be worth a few hundred dollars today.

After the Dodgers game, we caught the last bus to San Gabriel. With a full heart and the rhythm of the wheels humming against the



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page 130 ...War II," Leno said. "There were Orange **Crush soda c...**
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THE THEM IN THE BARN

won at Indianapolis stored in a box in his yard. But he'd never let me inside the garage.

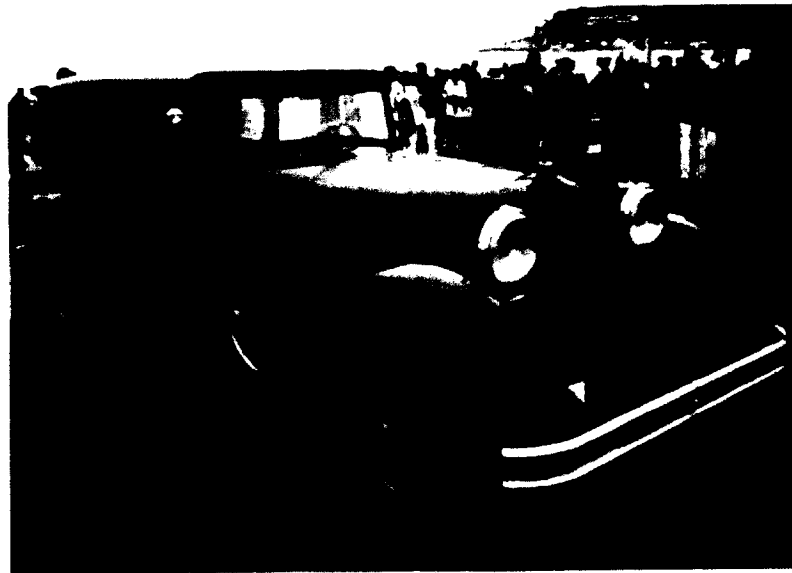
I'd drive by his house with my Stinky Steamer, blow the horn—beep-beeps—and take him for a ride around town. But still he kept the contents of the garage a secret.

Hey, Harry, what's in the garage? I'd say. Wouldn't you like to know, is all he'd answer.

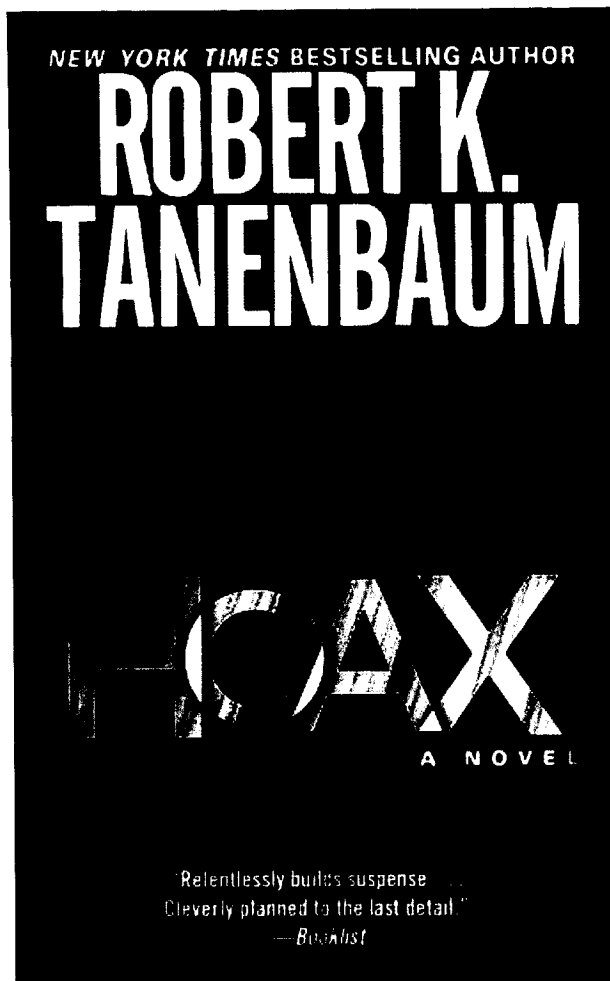
But when Harry was ninety-two years old, and about to enter a nursing home, he called Leno and me, and he could go into the garage—which was no easy task, since earthquakes over the years had made the doors almost impossible to open.

When Leno and his friend Tim finally got inside, it was like he was walking into a time capsule.

There were newspapers stacked up in there with news about the end of World War II. Leno said. There were Orange Crush soda cans and old porcelain signs from the era.



Leno and Tim looking at the car in the garage. The car was a 1930s model.



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page 83 ...call grabbing a potato knish and an Orange **Crush soda** be...
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But I hear nothing but good things about you, and I'd like to have you on my team when I'm mayor."

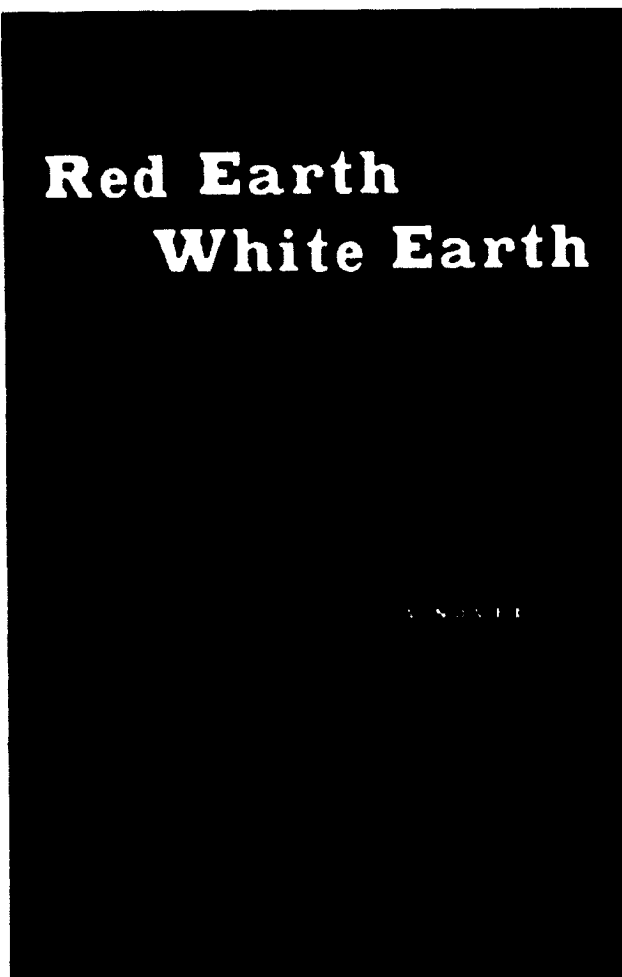
Kane pulled out a business card from a small leather holder he kept in his breast pocket and extended it to Karp. "This is my private number," he said, "give me a call and let's do lunch next week." He'd said it with such charm that he was stunned when Karp looked at him as if he'd crapped in his pants.

"First of all," Karp said icily, "the New York District Attorney's Office is not a part of the mayor's office, so I would not be on your team. I have my own team, and we work for the people of the city and county of New York. Second, I don't *do* lunch, unless you call grabbing a potato knish and an Orange Crush soda between 12:11 and 12:13 Monday through Friday doing lunch. Third, I thought there had to be an election before one got to call himself mayor. Now if you'll excuse me, I need to get back to my friends."

Kane stood staring at Karp's back with his mouth open and the card still extended in his hand. He couldn't believe that he'd just been dismissed in front of a room full of people, each and every one of whom—he was certain, even without looking—had just seen and heard his humiliation and were now tittering behind his back. He felt the eggshell of the faux Andrew Kane cracking and was afraid that he was about to start screaming.

Fortunately, Murrow suddenly appeared and snatched the business card out of his hand. "Sorry," the DA's assistant apologized as his boss walked away, "it's been a long day, and we're getting a little cranky. We'll give you a call and maybe we can do..." he stopped and shrugged, "... I don't know, maybe dinner?"

With an effort, Kane pulled the smile back on his face.



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page 140 ...days Helmer always bought six Orange **Crush soda** po...

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road. By memory or maybe by ruts in the frozen road, he found himself driving along No Medicine Lake Road toward Doc's Tavern.

Doc's lay at the south toe of No Medicine Lake. The tavern stood on the lake side of the road, which separated the flat, gray ice of the lake from a long slope of birch trees on the inland side. Through the birches Doc's beer lights blinked pale yellow and blue. It was only late afternoon, but Doc's parking lot was already half full of farm pickups and dented Indian cars. It was, after all, only a few hours until Saturday night.

Guy had spent more than a few Saturday nights at Doc's, most of them after Tom left. Back then the three piece bands played loud Creedence Clearwater, Johnny Cash, Waylon Jennings. People danced: Indians, whites. Often they danced together. Back then Doc's was like a great blender. Everybody danced, swirling together in a blinding haze of cigarette smoke and beer lights and bass guitar. At closing time, Indians and whites reconstituted themselves and went their separate ways. In the parking lot there was often a fight—a sudden lunging and flailing of fists. Sometimes the fighters were Indians against whites. But most often the fights were about men and women too drunk to care with whom they went home, fights over whiskey bottles and stolen car batteries. If the fight persisted, or drew in bystanders, Doc intervened. From the rear kitchen window came the sudden orange flash and roar of his twelve gauge. By the time his lead shot whistled overhead, reached its apogee somewhere over No Medicine Lake, spattered down on the water, and waited its way to the bottom muck, the fighters had scrambled into their cars and the parking lot emptied fast.

And Guy had come to Doc's years before that, when Helmer used to bring him. In the summertime, in July and August, his grandfather often brought Martin and him here. They came during oat harvest, in the evenings after the combines were shut down. They came on the hottest, driest days of the summer. The oat dust had reddened their eyes and ran black at their corners like cheap mascara on tears. That same dust had worked its way through their shirts, and the barbed oat hulls found their way around buttoned cuffs and collars, and boated on tiny rivers of sweat down onto their chests and bellies and into their crotches. They itched all over. But the worst itch was for something cold to drink.

On those days Helmer always bought six Orange Crush soda pops. Two apiece. Guy always drank his so fast that pinwheels popped be-



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page 113 ...into the room with two glasses of Orange **Crush soda**...
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"Damn, Janelle! That shit stings!" Dee Dee shouted.

"Cut the games, Dee Dee. What you thought, the shit was gonna feel good, or what? I bet you don't get into another fight again, huh?"

Dee Dee looked up at Janelle with devil eyes and said, "That bitch gonna get dealt with, Janelle. I ain't playing. The bitch came to my crib and fronted like that. Hell! Fuck naw! Her ass is mines," Dee Dee stated as she started washing up.

"Listen, girl. The bitch got served, and you did the serving, so just calm down and finish washing up. I'll be downstairs waiting," Janelle told her, then walked out.

Dee Dee started getting all the paint off her body, then she washed her hair. Once dressed, she walked downstairs. The scent of home cooking was in the air, and it had her taste buds standing at attention.

"Bout time," Janelle said as she placed two plates of soul food on the table. "Come on and get some of my good cooking I done fixed."

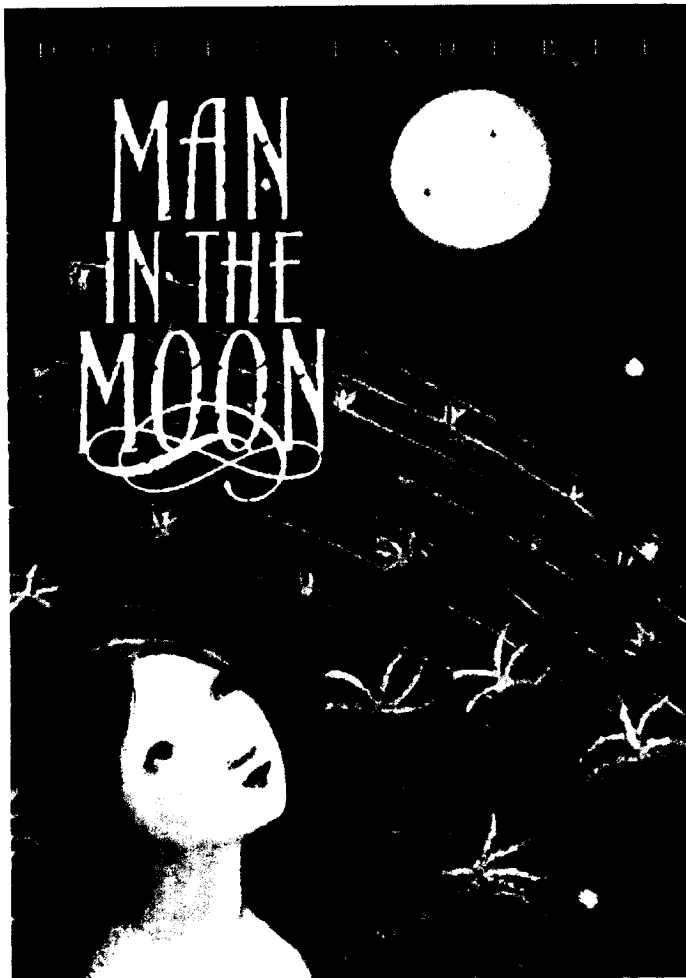
"It do smell good, Janelle," Dee Dee complimented.

"What you mean it do smell good? Just wait till you put some of these candied yams in your mouth, or my smothered pork chops, then you'll see."

Janelle went back into the kitchen to get them something to drink, while Dee Dee sat down and quickly sampled everything on the plate. Everything tasted perfect, like it was Thanksgiving or Christmas. Janelle entered back into the room with two glasses of Orange Crush soda.

"Girl, this food is the bomb," Dee Dee stated.

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1 result for **"crush soda"**

[page 64 ... An Orange **Crush soda** bottle sat on the coffee table, wrap...](#)
Just so you know...

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practical ideas, like using an oil can. But I nodded back. "Deal."

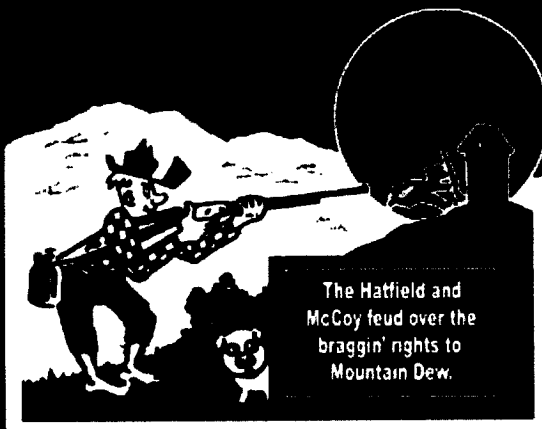
Then, before I knew what was happening, he flung another handful of M&M's at me. So much for being a sympathetic sister.

X

Because it was Sunday, Daddy was home, stretched out on the couch watching the Dallas Cowboys play football on TV. An Orange Crush soda bottle sat on the coffee table, wrapped in a cup towel. But if you got close enough, you could smell that it wasn't Orange Crush in the bottle. And every time Daddy took a sip, he'd wipe some foam off his mouth. It's a good thing Mama didn't like football because Daddy would for sure have gotten caught sneaking that beer into the house.

Mr. Lunas paced the floor, back and forth, back and forth. Daddy offered him some pretzels, but he held up his hand, turning them down. I swear if my teeth hadn't been attached to my gums they would have fallen out right then! That was the first time

Mountain Dew: The History



Dick Bridgforth

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9 results for "'crush soda'"

page 42 ...Orange 7 2% Hires Root Beer **Crush** Corp & Orange **Crush**...

page 45 ...drinks. You mix a little concentrate with a little **soda** wat...

page 69 ... **Crush** franchises needed new management and ...

page 75 ...helm of J.F. Lazier Manufacturing from his dad, **Soda** J...

page 76 ...Cp~yKAG ROpp~,~, | QR~ip LE- \ ~ - ~ **Soda** Jack'...

page 105 ...efforts on existing Orange **Crush** dealers. Orange **Crush**...

page 145 ...in 1941, glass and sugar were in short supply. **Soda** ...

page 152 ...brand like Coca-Cola, Pepsi:Cola, Orange **Crush**, 7UP or...

Index ... **Crush** Bottling Company (see Bottling Plants, Orange **Crush**)...

Just so you know...

Close this message

Table 1: Flavor Rank 1958

Soft Drink	Rank	Share of Market	Flavor
Coke	1	34 %	Cola
Pepsi	2	14 %	Cola
7UP	3	8 %	Lemon-Lime
Royal Crown	4	4 %	Cola
Dr. Pepper	5	3 %	Cherry Cola
Canada Dry Corp	6	3 %	Variety of Mixers like Ginger Ale
Orange Crush Corp	7	2 %	Hires Root Beer & Orange Crush
All Other	8	34 % (no single drink over 1 % market share)	Various

The soft drink landscape in 1958⁴³ was dominated by the "Big Two". Coke had a huge lead over Pepsi and between the two they had held just under 50% of the total market. Royal Crown Cola had recently made some end roads in the south but RC was really never a big player. Up through and including today, there really wasn't/isn't any room for a new Cola in the market.

Since Coke and Pepsi had the cola market sewn up they left it to the smaller bottlers, like Tri-City Beverage, to push their regional mixers and flavored drinks. As you can see, the Big Two hadn't really bothered with flavored drinks (yet) so competition was less aggressive in this area

Bill started working on honing Tri-City's flavor portfolio.

Tri-City's Flavor Portfolio

Bill assessed Tri-City's current drink situation. He had:

- Three Fruit Drinks (Tip Grape, Frostie, Sun-drop)
- One Lemon-Lime Vitamin Drink (Dr. Enuf)
- Three Mixers (Gordon's Club Soda and Ginger Ale, Mountain Dew)

Bill had seven drinks using six different bottles and although he had worked out a deal with Owens, ordering six different bottles was still very expensive. In addition, glass bottles were hard to obtain and represented a low profit asset. Flavor wise, he felt that he had

43. Industry wide numbers were not collected in the late 50's and early 60's so we have extrapolated (i.e. guessed) back from published 1970 numbers and from other data and interviews.

From: "The soft drink leaders," *Business Week* [New York] 25 Apr. 1970: 70.



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page 157 ...and bottom metal hands, 16" x 33", 1948, Grape **Crush**, d...

page 243 ...1938, EX\$275.00 13 Orange **Crush Soda**, t...

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[illegible]



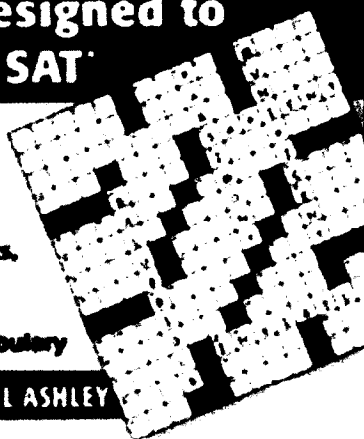
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She is a graduate of the College Board's Summer Session and has been a member of the National and International Academies.

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page 6 17. Headliner in a movie 18. Maker of Orange **Crush** soda 1...
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Some people love words—lots of words. And they use lots of words, all the time. We sometimes say that these people are too wordy. Or that they are “All talk.”

Crossword Puzzle 2

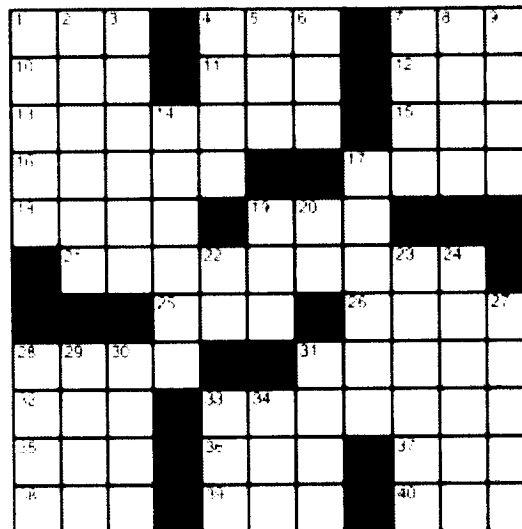
All Talk

ACROSS

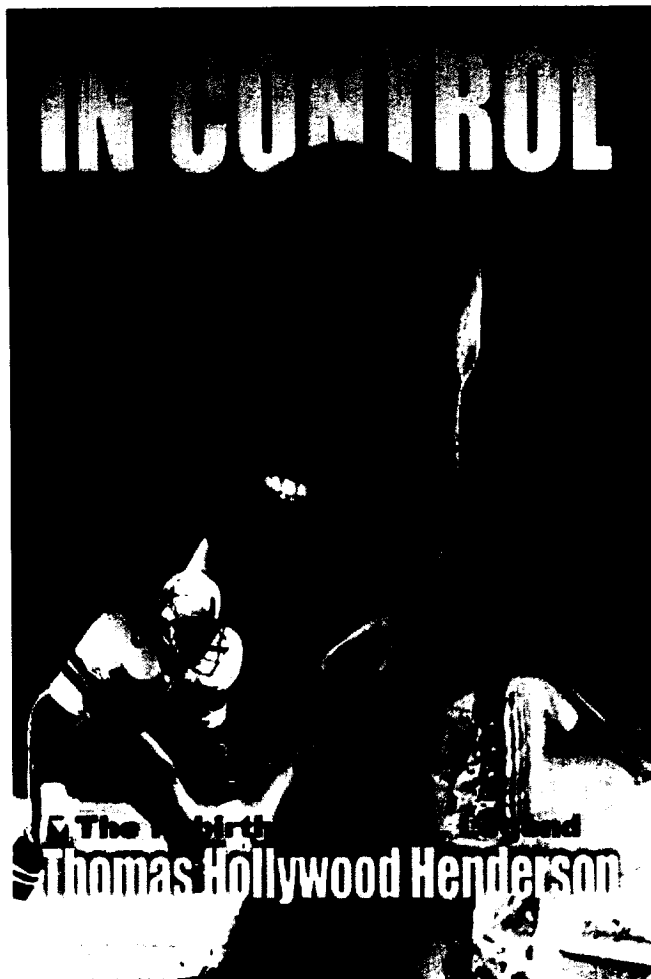
1. Sing with closed lips
4. Unhappy
7. This goes on your head
10. _____ rule (generally)
(2 wds.)
11. TV rival of SHO or MAX
12. Plural form of “is”
13. Worried, possibly too wordy
15. Actress Thompson of
“Back to the Future”
16. Follow murder or afterward
17. Headliner in a movie
18. Maker of Orange Crush soda
19. Best bud
21. Inclined to chat a lot
25. Put on like The Eagles
Henley
26. Offer as a present
28. A roving store won’t gather
this
31. Cut into small pieces
32. Genetic messenger
material for short
33. Chattering excessively,
babbling
35. Will Ferrell Christmas movie
and role of 2003
36. Stinky’s bud
37. General Grant’s opposite
at Appomattox
38. Hair coloring material
39. Not even
40. Actors Harris and Asner

DOWN

1. Place of safety or refuge
2. Branch of the Web linking
newsgroups



3. Actress Thompson of “The
Haunted Mansion” tangram
frustration
4. This goes on your foot
5. Workout target after the
peeps, maybe
6. Female deer
7. “Stop right there!”
8. Length times width product
9. Flip up
11. Constructs a house
12. Small amount or degree
13. Stove-top cooking utensil
or bad movie review
14. _____ that time (then)
15. Boxing match win, for short
16. Masculine primary
17. Actress Thompson of “The
Haunted Mansion” tangram
frustration
18. This goes on your foot
19. Workout target after the
peeps, maybe
20. Female deer
21. “Stop right there!”
22. Length times width product
23. Flip up
24. Constructs a house
25. Small amount or degree
26. Stove-top cooking utensil
or bad movie review
27. _____ that time (then)
28. Boxing match win, for short
29. Masculine primary
30. Actress Thompson of “The
Haunted Mansion” tangram
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31. This goes on your foot
32. Workout target after the
peeps, maybe
33. Female deer
34. “Stop right there!”
35. Length times width product
36. Flip up
37. Constructs a house
38. Small amount or degree
39. Stove-top cooking utensil
or bad movie review
40. _____ that time (then)
41. Boxing match win, for short
42. Masculine primary



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1 result for **""crush soda""**

page 190 ...**Crush** defense I took a can of orange **crush soda** ...
Just so you know...

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Thomas Henderson

and looking at the busts of famous players. I saw our 1977 Super Bowl XII championship team picture there. As I walked through I thought, well, I'm in here. I don't have a bust but I'm in the Hall.

Now I'm watching the inductions and Terry Bradshaw is one of the inductees. He asked a friend of mine, sportscaster Verne Lundquist, to introduce him. He didn't ask a receiver like Lynn Swann or his coach, Chuck Noll, to do the honor. I thought that was odd. Bradshaw got up and gave his talk about coming out of Louisiana Tech to quarterback the Pittsburgh Steelers. I'm half-listening when all of a sudden he referred to me without calling my name. He said something to the effect of, "That fool down in Dallas who said I was dumb."

I didn't expect to hear that. At that moment I knew what I'd said about Bradshaw before we played the Steelers in Super Bowl XIII – that he couldn't spell 'cat' if you gave him the 'c' and the 'a' – had cut him deep. I believe it was Gil Brandt, the Cowboys head scout, who had brought that kind of information to my attention. Sort of joking around, Brandt said, you know Bradshaw couldn't go to LSU because he couldn't pass the SAT. So I made up he couldn't spell 'cat' based on that.

That was nothing new for me. It had been a part of my brash persona for years. I'd said after a Thanksgiving Day game that the Washington Redskins were turkeys and if you didn't believe it look at all the feathers on the field after we whipped their asses. When we beat the Denver Broncos and their Orange Crush defense I took a can of orange crush soda and bit into it. I said the Los Angeles Rams didn't have any class.

It was my brand of theater. All the stuff I ever did or said was theater, self-promotion and antagonizing the opponent. I didn't start doing it with the Cowboys. I was doing stuff like that in college.

I'd get on the opponent's bus at Langston and talk crazy to the whole team. I'd see a team bus pulling up on campus and run to meet it like I was giving directions. I'd knock on the door and the driver would let me on board. Then I'd say: "Welcome to Langston. The stadium is straight ahead and we are going to kick your ass today. By the way, I'm Thomas Henderson, Number 91."

But what Bradshaw said made me bolt upright. There he is, standing on a podium getting the most wonderful award of a lifetime, and he men-

INDIAN- MADE



NAVAJO CULTURE in the Marketplace, 1868-1940

ERIKA MARIE BSUMEK

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page 96 ...that Blue Bird flour, Arbuckle's coffee, Orange **Crush** soda, ...
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In truth, rather than leading to their demise, the desire to consume manufactured goods drew Navajos, and the products they manufactured, into the modern market economy. Navajos did, as Gans indicated, buy manufactured goods. But they purchased far more than Pendleton blankets. From 1900 through the 1930s, Navajos came to depend on the staples available at the trading posts.⁴⁵ As Navajos exchanged handmade goods at trading posts, they integrated preprocessed flour, coffee, and sugar into their daily routines; they savored canned tomatoes, pears, Vienna sausages, sardines, and evaporated milk; they adorned themselves with manufactured calico cloth, velvet, and blankets; and they used manufactured tools, saddles, and machines that made cooking, making clothing, and farming easier and more efficient.⁴⁶

Not surprisingly, Navajo consumers quickly developed a fondness for specific brands. Trader Tobe Turpen reported that around the Pine Springs area, Navajos were especially fond of Kool Aid. Invented in 1921, Kool Aid had become a staple, at least at the Pine Springs Trading Post, by the 1940s.⁴⁷ Other traders reported that Blue Bird flour, Arbuckle's coffee, Orange Crush soda, Levi's jeans, Coleman lights and fuel, Wheaties cereal, PET condensed milk, Del Monte tomatoes, and Buster Brown shoes were favored brands across the reservation.⁴⁸ So deeply were such products woven into Navajo life that they sometimes appeared in Navajo textiles. Elijah Blair, a trader for over fifty years, kept a Navajo rug that illustrates this point. When Navajos entered the confines of a trading post, not only did they mingle with neighbors, exchange news, and prepare to trade sheep, blankets, wool, jewelry, or goats with traders, they also took the opportunity to develop and channel their own consumerist desires toward the goods they wanted.

Rather than leading to a decline in the production of Navajo blankets, as traders predicted in their publications, the demand for manufactured goods actually spurred the production of Navajo rugs and jewelry. A 1930s survey of Navajo income, wealth, and debt reveals that Navajos commonly purchased manufactured saddles, bridles, pots, wagons, flour, coffee, shawls, jewelry, shoes, and clothing at trading posts.⁴⁹ Navajos usually acquired such items through wage work, the sale of livestock or livestock-related products—such as wool or rugs—or the production of jewelry. For instance, Dineh-Iso, his wife, Etseh-Ielli, and their four children acquired a plow, a scraper, two wagons, five saddles, and two harnesses primarily through the sale of “rugs, wool, [and] sheep” to traders.⁵⁰



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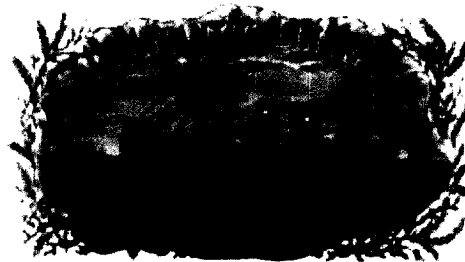
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79141 Niagara Falls Full Plate Ambrotype. A vintage ambrotype of the Niagara Falls Full Plate Ambrotype. The image shows a dark, rectangular object, likely a tray or plate, shown in profile. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.

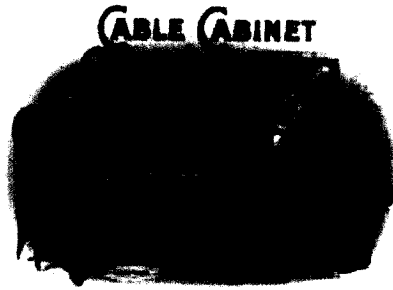
79147 Pepsi Cola Advertising Tray. A vintage tray with a Pepsi Cola logo and text. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.



79148 Atlantic Liner Cigar Label by Geo. S. Harris & Sons. A vintage cigar label for the Atlantic Liner. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.



79142 Wooden Cigar Press, "Osenbrück & Co., Hemelingen" A vintage wooden cigar press. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.



79149 Cable Cabinet Cigar Label. A vintage cigar label for the Cable Cabinet. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.

79143 Orange Crush Soda Tray Lot of Two. A vintage tray for Orange Crush Soda. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.

79144 1925 Flapper Girl Coca-Cola Tray. A vintage tray featuring a flapper girl. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.

79145 1941 Skater Girl Coca-Cola Tray. A vintage tray featuring a skater girl. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.

79146 1939 Coca-Cola Serving Tray Girl on Springboard. A vintage tray featuring a girl on a springboard. The image is dark and appears to be a negative or a very dark print. The text is partially obscured by the dark image.



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page 61 ...it, and then helped herself to a free Orange **Crush soda**. ...
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her usual pacing and continued, "Can Becca stay the night with you and Dad? I have worked five, ten-hour days now, and I'm not getting any sleep with all the coughing she is doing all night long, and I am absolutely exhausted. I have tomorrow off and if you will let her stay, I promise to pick her up by noon so you can still get to your bible study on time."

Linda didn't even wait for her mother to answer. She just went back to the couch and kissed Rebecca on the forehead while saying, "You be a good girl for Nanna and I'll see you tomorrow," then headed for the door and called over her shoulder, "I'll see you tomorrow Mom."

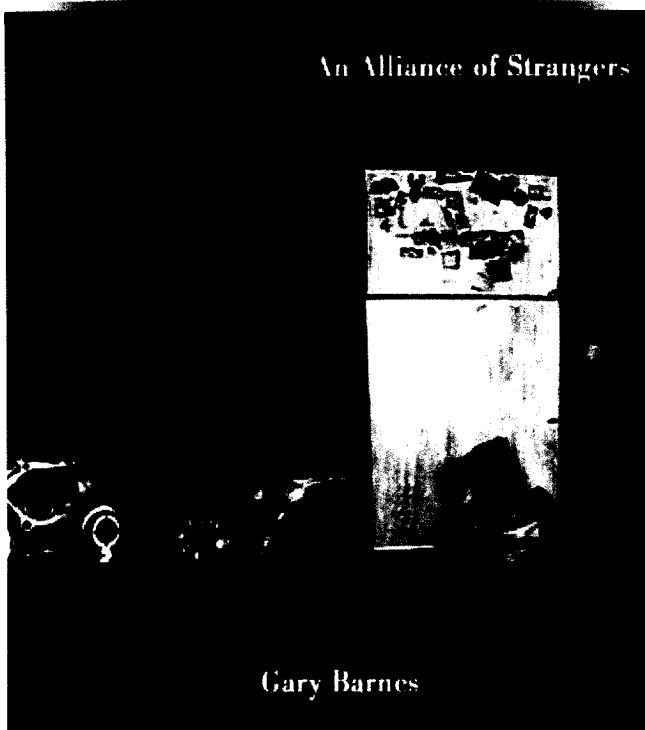
Exiting her parent's home, Linda slipped on her sunglasses to protect her eyes while driving her little 1952 MG-TD British green sports car. Throwing her purse in the leather upholstered passenger seat and sliding in on the driver's side under the large spring-spoke steering wheel, she turned the key, and the rebuilt engine revved to life. Linda spun the pressed-steel wheels, losing a little more rubber as she left the gravel driveway and drove down the Isthmus Height hill like a bat out of hell. She charged around one corner after another, much faster than was safe, driving the same way she always drove.

At the Y-intersection back to town, the cars were backed-up waiting for the drawbridge to close. Linda drove off of the road and onto the gravel to the right of the line of cars and took a right into Eastside. She pulled up to the Payless gas station door, barely leaving herself room to get out of the car, and tossed the keys at her seventeen year old brother, Jerry. She commanded, "Fill it up, I have to talk to Dad about something." She went straight to the pop machine, retrieved the hidden key from behind it, and then helped herself to a free Orange Crush soda.

"How long you been out of the boy's ranch this time?" Linda harassed her youngest brother, Andy. "Go check the air in my tires," she ordered, "and tell Daddy that I need to talk to him when he is done with that customer."

Freezing Tillie

An Alliance of Strangers



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page 171 ... Gary Barnes 171 Orange **Crush soda** nor his change, Curtis ...
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Orange Crush soda nor his change, Curtis wrestled the large refrigerator to the window and with the same leg kick he used on the punching bag, karate kicked the machine to the parking lot...three floors below.)

Curtis took the elevator to the basement shooting range.

"In for a little target practice before lunch, heh, Chief?"

Curtis finished signing in the target-range roster and turned his glowering eyes on the rookie agent.

"Err...how many clips...you need...err...Chief, sir?"

"A *box*." Curtis glanced at the rookie's name tag. "Give me a full *box*, if you would, Agent Wilcockson."

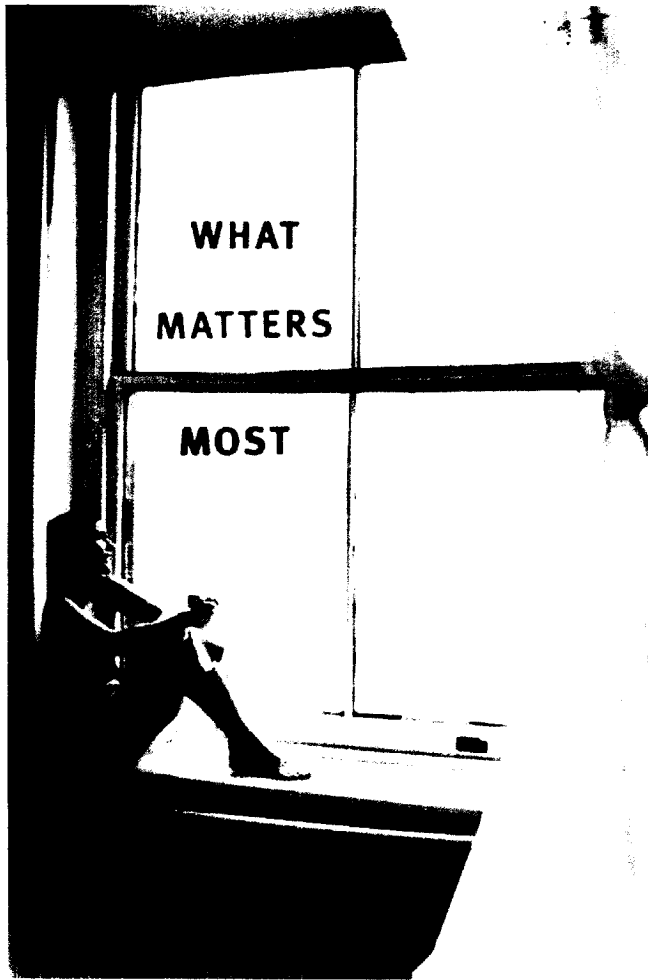
Curtis hammered lead into the silhouette bad-guy target for fifteen minutes before his blood pressure and skin color returned to normal. Agent Wilcockson didn't bother to crank in the target and score it for accuracy; Chief Curtis had popped so many well-placed slugs in the cardboard the silhouette had been cut from the target.

When Curtis returned to his third-floor office he stood in the doorway for a few minutes to let staff see he was no longer in a boiling rage. No one noticed since no one dared make the necessary eye contact. Curtis stepped over to his secretary Charlene, "Care for a cup of fresh coffee, Mrs. Tibbs?"

"Why...thank you, Chief."

Curtis went to the corner coffee table and filled Charlene's ceramic mug.

The office staff breathed a collective sigh of relief. Madman Curtis had beamed back down to earth, ears and balding head back to a chalky white flesh tone. A few wondered if they would be able to buy a Pepsi to enjoy with lunch.



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page 235 ...decorated 1970s: a couch the color of Orange **Crush soda...**

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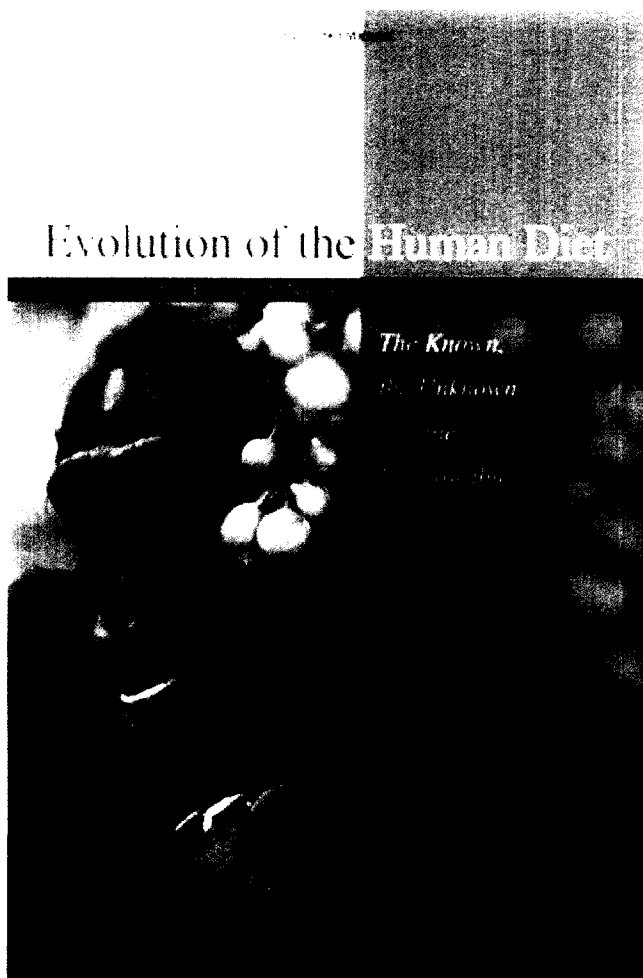
TWENTY-TWO

Georgie had rented a place in Wellfleet for ten days in August—a part of Cape Cod recommended by her editor, Sabine—without any visuals. The plan was to venture to the Cape with just her boy for the first week of the vacation; for the last three days and two nights, Ian would join them, an experiment in modern living. She knew her palms would sweat profusely against the steering wheel as she navigated more highway driving than she'd previously attempted in her entire city-dwelling life. Since her divorce, summer trips had involved merely short jaunts to the Jersey shore, but this year Jesse deserved a wondrous place.

After seven long hours of light FM, of an endless McNugget-filled Connecticut, of a bladder-engorging, rest-stop-free Rhode Island, of Jess chanting, "Is it normal to stay in the slow lane the whole time?" they arrived. As soon as she saw the house, her heart flopped over like a hooked fish, belly up. It was set off the road, surrounded by garbage bins, a stout, sad-looking thing covered in peeling gray paint. The inside was worse, decorated 1970s: a couch the color of Orange Crush soda, a rust and yellow shag carpet with God-knew-what parasites inhabiting its filthy strands, tabletops lined with flaking copies of ancient *Life* magazines, and a damp, moldy basement with a television but no cable service, rendering it useless.

"Nice digs, Ma!" Jess exclaimed sarcastically as he perused the room. "It's like camping—only without the cool tents and sleeping bags." She nodded. Camping would have been preferable. "Face it, Dad's the one who was good at arranging our vacations, not you."

All was dark and dingy, with a view of the woods and a clothes-



Evolution of the Human Diet: The Known, the U...(Hardcover)

by Peter S. Ungar

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1 result for **"crush soda"**

page 371 ...Pillsbury white flour 1881 Orange **Crush soda** 191...

Just so you know...

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Table 19.5 Assorted Processed Food Introductions

Food	Date	Food	Date
Saltine crackers	1876	Processed cheese	1918
Pillsbury white flour	1881	Orange Crush soda	1916
Coca Cola	1886	Moon Pie	1917
Log Cabin syrup	1888	Baby Ruth candy bar	1920
Fig Newtons	1891	Wonder Bread	1921
Triscuits	1895	Milky Way candy bar	1923
Tootsie Rolls	1896	Wheaties cereal	1924
Graham crackers	1898	Kool Aid	1927
Wesson oil	1899	Rice Krispies cereal	1928
Chiclets chewing gum	1900	Birds Eye frozen vegetables	1930
Hershey's chocolate bar	1900	Hostess Twinkies	1930
Karo corn syrup	1902	Frito Corn chips	1932
Pepsi	1902	Kraft Macaroni & Cheese	1937
Canned tuna fish	1903	Kit Kat candy bar	1937
Campbell's pork and beans	1904	M&M's candy	1941
Peanut butter	1904	Cheerios cereal	1948
Kellogg's corn flakes	1906	Frozen orange juice	1946
Hershey's kisses	1907	Instant mashed potatoes	1946
Quaker puffed wheat 1	1909	Cheetos	1948
Crisco	1911	Kellogg's Frosted Flakes	1952
Mazola corn oil	1911	Kentucky Fried Chicken	1952
Hamburger buns	1912	M&M's peanut candy	1954
Hellmann's mayonnaise	1912	Fruit Loops cereal	1963
Lifesavers	1912	Doritos	1966
Oreo cookies	1913	Pringles chips	1969

Source: Adapted from <http://www.geocities.com/foodedgethomeuse.html>

processed wild-plant and animal foods in hunter-gatherer diets, they adversely affected the following dietary parameters: (1) glycemic load, (2) fatty acid composition, (3) macronutrient composition, (4) micronutrient density, (5) acid/base load, (6) sodium/potassium ratio, and (7) fiber content.

The Glycemic Load

The glycemic index, originally developed in 1981, is a relative comparison of the blood-glucose-raising potential of various foods or combination of foods based on equal amounts of carbohydrate in the food (Jenkins et al., 1981). In 1997, the concept of glycemic load (glycemic index \times the carbohydrate content per serving size) was introduced to assess blood-glucose-raising potential of a food based on both the quality and quantity of dietary carbohydrate (Liu and Willett, 2002). Refined grain and sugar products nearly always maintain much higher glycemic loads than unprocessed fruits and vegetables (Foster-Powell, Holt, and Brand-Miller, 2002). Unrefined wild-plant foods, like those available to contemporary hunter-gatherers, typically exhibit low glycemic indices (Thorburn, Brand, and Truswell, 1987).

Within the past two decades, substantial information has accumulated showing that long-term consumption of high glycemic load carbohydrates can adversely affect

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
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OPPOSER'S EXHIBIT
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Surprise Me!

evening bag. Put a ribbon in your hair and be fresh-looking. Offer to take off his shoes. Talk in a soothing voice.

I give Andy a kiss on the lips and then say, primly, sarcastically, "Good news, dear. Ginny and Craig will be joining us this evening."

"Oh, come on," he says, smiling. "Be nice. They're not so bad."

"Are too," I say.

"Be nice," he says again, as I try to recall if that was in the article. *Always be nice at the expense of the truth.*

"Okay," I say. "I'll be nice until the fifth time she calls something super cute. After that, I get to be myself. Deal?"

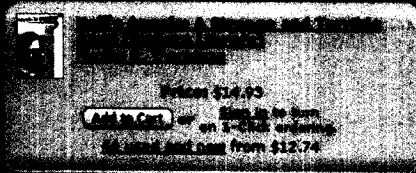
Andy laughs as I continue, mimicking Ginny. "This dress—*super cute*. That eub is *super cute*. Jessica Simpson and Nick Lachey were *super cute* together. I know it's a shame about the Middle East turmoil and all, but that breakup is still, like, the saddest thing *ever*."

Andy laughs again as I turn back toward my fridge, walk in, closer, only about a third filled, and select a pint of jeans, leather thip thops, and a vintage Orange Crush T-shirt.

"You think this is okay for dinner?" I say, slipping the shirt over my head and almost hoping that Andy will criticize my choice.

Instead, he kisses my nose and says, "Sure. You look super cute."

True to form, Ginny is dressed smartly in a crisp shift dress, strappy sandals, and pearls, and Margot is wearing an adorable pale blue



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... Hell's Angel

any individual to avoid this violence is to remain at home or to depart from the area in which members of defendant associations are present.

To Buzzard's vast amazement, I couldn't explain what the document meant. Not several weeks later, could a San Francisco lawyer who tried to interpret it for me. As it turned out, the Madera County police couldn't explain it either, but their roadside translation was relatively clear: at the first sign of trouble, everybody on a motorcycle would be clipped in jail and denied bond.

Gut seemed more depressed than angry at this turn of events. "Just because I have a beard," he muttered, "they want to put me in jail. When this country coming to." I was trying to think of an answer when a Highway Patrol car drove up to within ten feet of where we were sitting, hastily wrapped the court order around the can of beer I was drinking. The two cops just sat there and stared at us, a shotgun mounted in front of them on the dashboard. A high-pitched dispatcher's voice trickled urgently from their radio, telling of various Hell's Angels movements. No arrests reported in Fresno. Large groups on Highway 99 were. A group of twenty stopped at roadblock west of Bass Lake ...

I made a point of talking to my tape recorder, hoping the sight of it would keep them from shooting all three of us if the radio suddenly ordered them to "take appropriate action." Gut slumped in his wooden chair, sipping an Orange Crush and staring off at the sky. Buzzard seemed to quiver with rage, but he kept himself under control. The surface resemblance between the two was striking: both tall, thin, dressed for the road, but neither looking particularly scrappy—their beards trimmed, medium long hair, and neither with any sign of weaponry or weird extras. Without the Hell's Angels insignia they wouldn't have attracted any more attention than a couple of touring hipsters from L.A.

At that time, Gut was not technically a Hell's Angel. Several years earlier he had been one of the charter members of the Sacramento chapter—which, like the Fresno chapter, began with a distinctly bikerman flavor. Terry die Tramp was another charter member of the North Sac Angels. They had always got along well with Sacramento's beatnik club



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HIDE AND SEEK

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crawl and turned into the parking lot. She was trembling from head to foot.

"Harry wants to know where we are. He will come immediately."

"Spangle's Hot Dogs. It's a chain, so there's more than one in the District, but I can't see any street signs. Tell him there's a carpet store on the right and it looks like a junk discount store is on the left. That might help him pinpoint it. Ask him how long it will take."

"Ten minutes. Everything with Harry is ten minutes. It could be thirty or forty or it could be five minutes. It is the best I can do, Nikki. Go through the drive-thru and get me a hot dog and an Orange Crush."

"How can you eat at a time like this? Do you have any idea what they put in hot dogs?"

"No and I do not want to know. Harry loves hot dogs."

"Say no more," Nikki said as she steered the big SUV through the narrow drive-thru.

"We got away. We lost Maggie Spritzer. This is a good thing, isn't it, Nikki?"

"For the moment. I sure would like to know what tipped off Mitchell Riley. I can't believe how close we cut it," Nikki accepted her change and the bag containing the hot dogs and the two Orange Crushes. She handed one to Yoko and bit into her own hot dog. It was good. "Jack loves hot dogs, too," she said, just to have something to say.

"Perhaps a second car in the Mitchell driveway alerted the authorities," Yoko said. "It is Saturday and Mrs. Riley works in her shop on Saturdays. We show up and the routine the neighbors are used to



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KIPPY'S BROKEN COLLARBONE PROVIDED THE INROAD I needed. I was allowed to become her loyal, devoted servant, carrying her tray at supper, buying her textbooks, doing her laundry, rapping on Rochelle's door whenever Kippy needed to borrow the heating pad. She had forgotten to pack her soap dish; I gave her mine. "Mucus green, Dee?" she said. (By the second week, she'd started calling me Dee instead of Dolores.) I went back to the bookstore and bought her a shell-pink one like she'd left in New Jersey. Her medication made her thirsty. I'd wave away the change she offered whenever I returned from the basement soda machine with her Orange Crushes. "Oh, go on—it's on me!" I'd insist, pushing away her quarters, trying as best I could to swallow back the panting and huffing that climbing those flights of stairs left me with. Instinct told me to hurry on these errands. If I gave her enough time, she might move out.

That first week, I went to more of Kippy's classes than my own, collecting semester schedules and first impressions. I reported back in the wisecracking way she had liked about my summer letters. For a role model, I used Juliet's old



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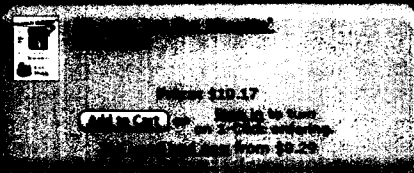
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Derry/Later the Same Day

The glass corridor between the Children's Library and the adult library had exploded at 10:30 A.M. At 10:33, the rain stopped. It didn't taper off; it stopped all at once, as if Someone Up There had flicked a toggle switch. The wind had already begun to fall, and it fell so rapidly that people stared at each other with uneasy, superstitious faces. The sound was like the wind-down of a 747's engines after it has been safely parked at the gate. The sun peeked out for the first time at 10:47. By midafternoon the clouds had burned away entirely, and the day had come off fair and hot. By 3:30 P.M. the mercury in the Orange Crush thermometer outside the door of Secondhand Rose, Secondhand Clothes read eighty-three—the highest reading of the young season. People walked through the streets like zombies, not talking much. Their expressions were remarkably similar: a kind of stupid wonder that would have been funny if it was not also so frankly pitiable. By evening reporters from ABC, CBS, NBC, and CNN had arrived in Derry, and the network news reporters would bring some version of the truth home to most people; they would make it real . . . although there were those who might have suggested that reality is a highly untrustworthy concept, something perhaps no more solid than a piece of canvas stretched over an interlacing of cables like the strands of a spiderweb. The following morning Bryant Gumble and Willard Scott of the *Today* show would be in Derry. During the course of the program, Gumble would interview Andrew Keene. "Whole Standpipe just crashed over and rolled down the hill," Andrew said. "It was like wow. You know what I mean? Like Steven Spielberg eat your heart out, you know? Hey, I always got the idea looking at you on TV that you were, you know, a lot bigger." Seeing themselves and their neighbors on TV, that



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downs, which was fine except I am longer from my shoulders to my belly button than he is, and so spent the first five or six years of my life with my navel showing. His legs are longer than mine, so my momma had to hem my pants, or tried to. She may be a saint but she has no depth perception, and always left one leg shorter than the other. I am easy to find in our old black-and-white photos taken by my aunts and uncles. Just look for the little boy with the shining navel, who, even when he is standing on flat ground, looks like he is walking around the side of a hill.

I remember we scavenged the city dump at Jacksonville, and I was too little to be ashamed. We picked through the latest leavings, burrowed into mountains of trash, not for food, because it never got that bad, but for treasure. We came home with moky, flat footballs, melted army men, radios that never made a sound. My momma looked for anything she could sell, copper wires, aluminum, Coke and Orange Crush and RC bottles, worth a penny. And I remember, with a clarity that I wish would fade, the smell of that stuff, that treasure. It is a sickly sweet smell laced with rot and smoke, because they burned trash back then, and often we had to race the flames to claim it. I have no doubt that this is what hell smells like.

It would be years before I was old enough to realize that the way we lived was somehow less than the way of other people, years before I began to chafe under it, until finally I was ashamed to bring friends into our house. It would be years before I had to duck my head when we went to the dump to burrow, and years before I knew that I was supposed to be ashamed that when a teacher called roll for lunch money, my name was never called. It was stamped "FREE." Welfare lunches.

You lose a lot in your memory, over so many years. But I distinctly remember before I was old enough to cover myself in what my mother



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CHAPTER 22

Three black limousines pulled up to an apartment complex in Washington, DC, and Brian Dellow jumped out of the lead car, wearing a black tuxedo, his hands filled with jewelry, a shaving kit, and a gun.

Waiting for Brian was Ralph Wunder, the owner of the limousine company, who received a frantic call from Brian just minutes earlier, asking if the group could stop by to drop something off.

"Ralph, don't you live a couplet blocks from the Kennedy Center?" said Brian. "Sammy's packing a gun and we found out we have to pass through metal detectors and have to drop off some stuff."

Ralph exited the lobby and walked to the car to meet Brian. In his hands were jewelry, including gaudy gold nuggets, diamond rings, and a gold watch given to Sammy by Frank Sinatra. Along with the jewelry exchange came Sammy's shaving kit, which contained a flask filled with Orange Crush soda and rum.

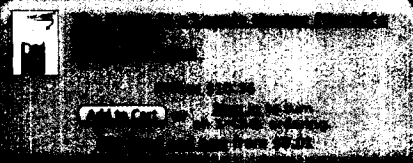
"I thought we stopped drinking," Ralph whispered.

"He did," said Brian, winking his eye.

Ralph also took the handgun.

"Sammy's always packing," said Brian.

The limos were soon on their way, and the entourage was escorted into the White House for their meeting with President Ronald Reagan. Sammy was being honored as a recipient of a 1987 Kennedy Center Honor, which recognized him for his lifetime of contributions to American culture. Other 1987 honorees included



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He said you two would ride out on bicycles. Where should he be now? You know where he is?

'No, ma'am,' Mick said again.

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NOW THAT the days were hot again the Sunny Dixie Show was always crowded. The March wind quieted. Trees were thick with their foliage of ochreous green. The sky was a cloudless blue and the rays of the sun grew stronger. The air was sultry. Jake Blount hated this weather. He thought dizzily of the long, burning summer months ahead. He did not feel well. Recently a headache had begun to trouble him constantly. He had gained weight so that his stomach developed a little pouch. He had to leave the top button of his trousers undone. He knew that this was alcoholic fat, but he kept on drinking. Liquor helped the ache in his head. He had only to take one small glass to make it better. Nowadays one glass was the same to him as a quart. It was not the liquor of the moment that gave him the kick — but the reaction of the first swallow to all the alcohol which had saturated his blood during these last months. A spoonful of beer would help the throbbing in his head, but a quart of whiskey could not make him drunk.

He cut out liquor entirely. For several days he drank only water and Orange Crush. The pain was like a crawling worm in his head. He worked wearily during the long afternoons and eve-



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children. Dordine wasn't keen.

And what do you do? I mean, what do you work at?

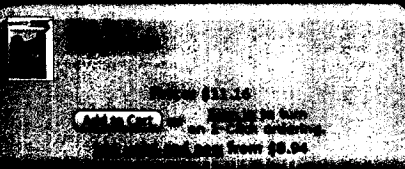
Commercial traveler. Pharmaceuticals. The job takes me away a lot—around the country, abroad too—the odd occasion to Switzerland when there's to be erecting it or do other. I suppose that's a part of the trouble—me being away so much—that and her not wanting kids. Here it comes, Quirke thought, the trouble. But he only said, I suppose she was lonely. She never complained, at though. He looked up at Quirke suddenly and as if challenging. She never complained—never.

He went on talking about her then, what she was like, what he did. The haunted look in his face grew more intense, and his eyes darted this way and that with an odd, hindered urgency, as if he wanted them to light on something that kept him not being there. The waitress brought Quirke's tea. He drank it black, scalding his tongue. He produced his cigarette case. So tell me, he said, what was it you wanted to see me about?

Once again Billy covered those pale fishes and gazed at the scar on his hand. A mottled tide of color swelled up yards from his collar and slowly suffused his face to the hairline, and beyond he was Quirke realized, blushing. He nodded mutely, sucking in a deep breath.

I wanted to ask you a favor.

Quirke waited. The room was steadily filling with the lunchtime crowd and the noise had risen to a medleyed roar. Waitresses skimmed among the tables bearing brown trays piled with plates of food—sausage and mash, fish and chips, steaming mugs of tea and glasses of orange juice. Quirke offered the cigarette case open to



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sentimentally heartless as the next boy, but I can still see the gorse, I can smell the buttery perfume of its blossoms, I can recall the exact shade of those brown speckles, so like the ones on Avril's pallid cheeks and on the saddle of her nose. I have carried the memory of that moment through a whole half-century, as if it were the emblem of something final, precious and irretrievable.

Anna leaning sideways from the hospital bed, vomiting on to the floor, her burning brow pressed in my palm, full and frail as an ostrich egg.

I am in the Strand Café, with Chloe, after the pictures and that memorable kiss. We sat at a plastic table drinking our favourite drink, a tall glass of fizzy orange crush with a dollop of vanilla ice cream floating in it. Remarkable the clarity with which, when I concentrate, I can see us there. Really, one might almost live one's life over, if only one could make a sufficient effort of recollection. Our table was near the open doorway from which a fat slab of sunlight lay fallen at our feet. Now and then a breeze from outside would wander in absent-mindedly, strewing a whisper of fine sand across the floor, or bringing with it an empty sweet-paper that advanced and stopped and advanced again, making a scraping sound. There was hardly anyone else in the place, some boys, or young men, rather, in a corner at the back playing cards, and behind the counter the proprietor's wife, a large, sandy-haired, not unhandsome woman, gazing off

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struggling to escape their gooey grave. "Wait here," I whispered.

I went inside to make sure Daddy wasn't home, and drunk. When the coast was clear, I returned to get my friend. She was gone. Ashamed, I stood in the doorway and saw where we layed through Linda's eyes.

Thursday was payday at Werman's Shop. Every Thursday, Bobby and I would walk to the factory yard and wait for the screech of the noon whistle. A few minutes later, high up in the brick building, a window would open and Mommy would appear. Smiling, she'd release her signed paycheck to us and I would watch that piece of paper bill, fly over and, to the ground. Bobby and I would both try to guess where the check would land so that we'd be the one to catch it. Once we had the check in hand, we'd dance in a circle and sing *A treat! A treat! We eat! We eat!* I'd look up at Mommy, tiny in the big mill window, and catch the kiss she blew down before the window closed.

Some Thursdays, with Mommy's permission, we brought her paycheck to Car's Grinder Shop. There were "grinder wars" in Norwich: D'Elia's versus Car's versus Rommo's, and Car's was the best. Bobby and I would enter the store, inhaling the fragrance of meats, cheeses, and olive oil. Mrs. Caproni would cash Mommy's check, cautioning us as she counted the bills into Bobby's hand not to lose the money our mother had worked so hard to earn. We'd buy grinders and Orange Crush soda for supper, and if Bobby had any extra money from his paper route, he'd buy a *Superman* comic for himself and a *Casper the Ghost* for me.

I was at my happiest and hungriest at those moments, the new comic book gripped tightly in my fist and my mouth salivating in anticipation of a Car's meaty grinder washed down with Orange Crush.

I'm sitting on the steps out front, sucking a grape Popsicle. It's melting fast, the sticky juice running between my fingers. I take a bite, letting the cold sweetness thaw on my tongue.

I'm playing the game I play when I can't go Mommy to come on in.

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The softness of her skin, the warmth of the down comforter, the leaves moving softly above them...

He was asleep in two minutes.

He drove to the country to see the ninety-year-old preacher he'd hooked up with Homeless Hobbes and the residents of Little Mitford Creek.

Every Wednesday night, in clement weather, Homeless cooked a vast pot of soup and fed any who would come to his one-room shack on the creek bank. Homeless's broader concern for their spiritual feeding had moved the rector to ask Absalom Greer to preach a summer meeting, his last call before retiring from his "little handfuls" at three mountain churches.

The old parson had willingly gone into the desperately impoverished area, where alcohol, drugs, and violence had eaten into the Creek like cancer.

"I quit!" said Absalom Greer, opening a cold bottle of Orange Crush and passing it to the rector.

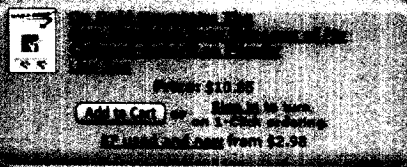
"I hate to hear it," said Father Tim.

"Every time I try to get loose of preachin' there's somebody who hates to hear it, and so I fall to doing it again, goin' like a circle saw. But this is it, my brother, as far as churches and camp meets go. The Lord paid me off, showed me the gate, and told me to trot."

The two men sat by the ancient soft-drink box in Absalom Greer's country store, twelve miles from Mitford. Among the comforts of this life, the rector once said, was sitting in Greer's Store in the late afternoon, with the winter sun slanting across heart-of-pine floors laid nearly a century ago.

"I'll do my preaching from the drink box, from here on out."

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Cantonese, Mandarin, and the Foshan dialect, which is very different from the pure Cantonese spoken only twenty-eight miles away. He carries a beeper and gets calls every few minutes, only half of which he answers. He introduces me to our driver, Xuem, a disheveled, quiet man. We have a little yellow van—more like an aluminum can laid on its side than a solid automobile. We honk our way through town and get on the Guong Fo Expressway, the first toll road of its kind in South China. Only a few years ago it took three hours to travel from Guangzhou to Foshan. Now it's barely a half hour on a highway nearly deserted except for a few vans and trucks.

Along the way, Chen Mou, who says he wants to be called "Tony," points out the sights of the countryside. He gestures to the stands of trees that mark the streams, dikes, and small dams that provide water throughout the province. "You see that small tree that looks like a mushroom?" he asks. "That's a lichee tree." When we pass a graveyard dotting a hillside, Chen Mou says, "Both businessmen and peasants wish to be buried on a hill to gain the benefits of *feng shui* in hopes of bringing prosperity to themselves and their families. I am always conscious of *feng shui*. As a tour guide I hope for smoothness and safety for my guests."

Chen Mou is originally from Shenzhen, an economic zone where families are allotted more space than in the southern capital of Guangzhou, where an entire household is lucky to get a bedroom and a sitting room. Although Chen Mou now lives in a dormitory for single men in Guangzhou, he explains that both Shenzhen and Foshan offer more beautiful settings and smaller populations. In Foshan the average family can have a sitting room and two bedrooms. Chen Mou adds that he's never wanted to leave China, but that many of his friends have escaped. "They walk or take the train to Shenzhen, then float in tubs down the Pearl River to Hong Kong."

Off the expressway, we're in bumper-to-bumper traffic bound for Foshan's city center. Billboards line the road, advertising countless capitalist products—dinette sets, washing machines, bedroom sets, nuts and bolts, power tools, face cream, portable computers, loudspeakers. Canvas-colored trucks lumber past. Flatbeds weighed down with dirt or gravel grind their gears. Bicyclists pedal through the dust and exhaust, loaded with their own wares—baskets stuffed with fresh produce, cases of Orange Crush, a side of raw meat strapped to a back wheel.

Along the shoulder lies a dirt area about twenty feet wide, stacked



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GRAVEYARD SHIFT

Two A.M., Friday.

Hall was sitting on the bench by the elevator, the only place on the third floor where a working joe could catch a smoke, when Warwick came up. He wasn't happy to see Warwick. The foreman wasn't supposed to show up on three during the graveyard shift; he was supposed to stay down in his office in the basement drinking coffee from the urn that stood on the corner of his desk. Besides, it was hot.

It was the hottest June on record in Gates Falls, and the Orange Crush thermometer which was also by the elevator had once rested at 94 degrees at three in the morning. God only knew what kind of hellhole the mill was on the three-to-eleven shift.

Hall worked the picker machine, a balky gadget manufactured by a defunct Cleveland firm in 1934. He had only been working in the mill since April, which meant he was still making minimum \$1.78 an hour, which was still all right. No wife, no steady girl, no alimony. He was a drifter, and during the last three years he had moved on his thumb from Berkeley (college student) to Lake Tahoe (busboy) to Galveston (stevedore) to Miami (short-order cook) to Wheeling (taxi driver and dishwasher) to Gates Falls, Maine (picker-machine operator). He didn't figure on moving again until the snow fell. He was a



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suit that fit her like a sack, and Enoch had watched her with pleasure on several occasions. He moved from the clearing up a slope to some abelia bushes. There was a nice tunnel under them and he crawled into it until he came to a slightly wider place where he was accustomed to sit. He settled himself and adjusted the abelia so that he could see through it properly. His face was always very red in the bushes. Anyone who parted the abelia sprigs at just that place, would think he saw a devil and would fall down the slope and into the pool. The woman and the two little boys entered the bath house.

Enoch never went immediately to the dark secret center of the park. That was the peak of the afternoon. The other things he did built up to it. When he left the bushes, he would go to the Frosty Bottle, a hotdog stand in the shape of an Orange Crush with frost painted in blue around the top of it. Here he would have a chocolate malted milkshake and would make some suggestive remarks to the waitress, whom he believed to be secretly in love with him. After that he would go to see the animals. They were in a long set of steel cages like Alcatraz Penitentiary in the movies. The cages were electrically heated in the winter and air conditioned in the summer and there were six men hired to wait on the animals and feed them T bone steaks. The animals didn't do anything but lie around. Enoch watched them every day, full of awe and hate. Then he



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TWENTY-FOUR

The Varsity
North Avenue
Atlanta, Georgia
Twenty Minutes Later

The Varsity, just across I-85/75 from the Tech campus, had been an Atlanta institution for over seventy years. It boasted—truthfully, Lang guessed—the world's largest drive-in eatery, the world's best hot dogs, and the world's highest volume of Coca-Cola sales. It chose not to brag about its equally artery-clogging onion rings, milk shakes, and unique fried apple and peach pies. Its aroma reached for blocks and was a siren song luring the unwary onto the rocks of congestive heart failure.

Lang did not entirely dismiss the urban legend of a tunnel under the place leading directly to the nearest cardiovascular surgery center. Still, he hadn't been there for years. He rationalized that the cholesterol bomb he was consuming would do little harm as long as it was infrequent.

Besides, the earth had no better chili dog or Varsity Orange, a combination of Orange Crush and ice cream.

He and Morse had elected to leave their cars and were seated in one of several rooms featuring student lecture hall desks and a ceiling-mounted TV tuned to a local sta-

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SUE GRAFTON

tell you what somebody told me once. 'You can't make anyone love you and you can't keep anyone from dying.'

He stared at me, his dark eyes nearly luminous. There was a silence while he digested that. He shook his head. "Here's what I say. Somebody don't love me? They die."

At eight forty-five, our dinner arrived in six white cartons, complete with tiny flat plastic pillows of soy sauce and Chinese mustard strong enough to cause a nosebleed. I forked up my food with the voracious appetite generated by second-hand marijuana smoke, which was probably fortunate under the circumstances as the dishes themselves seemed remarkably similar. All of them were tossed together in a flurry of bok choy and bamboo shoots, one smothered in a sauce that looked like Orange Crush thickened with cornstarch. Both Raymond and I made little snuffing noises as we ate, polishing off everything except a golf-ball-size clot of steamed rice. The strip of paper in my fortune cookie read, "Your sunny disposition brightens everything around you." Raymond's read, "No two roads ever look alike," which made no sense whatever. He seemed to think it was profound, but by then the whites of his eyes had turned pink and he'd started eating a dope-inspired snack that he had devised—grape jelly scooped up with stale corn chips. I went to bed, but before I turned off the light, I took out the stolen bridal photo and took one more look. Who was this woman? I knew it would come to me. Her identity might also turn out to be unrelated to the investigation, but I didn't think so.

I settled down for the night on my lumpy couch. I longed to be at home in the safety of my own bed. I could feel

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There's silence as the old men think of the people from uppa state New York, or maybe of their own failing organs and sensory equipment. In the dimness behind the stove, oil gurgles. Somewhere beyond it, a shutter claps heavily back and forth in the restless autumn air.

"There's a new wing going up on it, all right," Gary says. He speaks quietly but emphatically, as if one of the others has contradicted this statement. "I saw it comin down the River Road. Most of the framing's already done. Damn thing looks like it wants to be a hundred feet long and thirty feet wide. Never noticed it before. Nice maple, looks like. Where does anybody get nice maple like that in this day n age?"

No one answers. No one knows.

At last, very tentatively, Paul Cortliss says, "Sure you're not thinking of another house, Gary? Could be you—"

"Could be *shir*," Gary says, just as quietly but even more forcefully. "It's the *Newall* place, a *new wing* on the Newall place, already framed up, and if you still got doubts, just step outside and have a look for yourself."

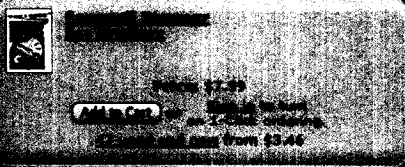
With that said, there is nothing left to say—they believe him. Neither Paul nor anyone else rushes outside to crane up at the new wing being added to the Newall house, however. They consider it a matter of some importance, and thus nothing to hurry over. More time passes—Harley McKissick has reflected more than once that if time was pulpwood, they'd all be rich. Paul goes to the old water-cooled soft-drink chest and gets an Orange Crush. He gives Harley sixty cents and Harley rings up the purchase. When he slams the cash-drawer shut again, he realizes the atmosphere in the store has changed somehow. There are other matters to discuss.

Lenny Partridge coughs, winces, presses his hands lightly against his chest where the broken ribs have never really healed,

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sure, noses pressed against glass, breath misting the crystal vault.

Moments later, down the middle of the street they ran and soon stood on the edge of the ravine with the pop and candy.

Once they were all assembled, Doug nodded again and they started the trek down into the ravine. Above them, on the other side, stood the looming homes of the old men, casting dark shadows into the bright day. And above those, Doug saw, as he shielded his eyes, was the hulking carapace of the haunted house.

"I brought you here on purpose," said Doug.

Tom winked at him as he flipped the lid off his pop.

"You must learn to resist, so you can fight the good fight. Now," he cried, holding his bottle out. "Don't look so surprised. Pour!"

"My gosh!" Charlie Woodman slapped his brow. "That's good root beer, Doug. Mine's good Orange *Crush*!"

Doug turned his bottle upside down. The root

ONE DOOR AWAY FROM HEAVEN 399

prairie, like a nuclear-powered battle wagon on a medium-gravity moon.

In the lounge, Cass relaxes on a sofa that backs up to the port flank of the motor home, directly behind the driver's seat. The dog lies beside her, chin resting on her thigh, blissfully assuming a right of continuous cuddling, and having that assumption rewarded.

At the sisters' gentle insistence, Curtis occupies the co-pilot's chair, which boasts various power features, including one that turns it away from the road, toward the driver. Having powered the seat to port, he can see both women.

Although wearing only the beach-towel sarong, he's no longer self-conscious. He feels quite Polynesian, like Bing Crosby in *The Road to Bali*.

Instead of chunks of coconut or a bowl of poi, instead of the shredded flesh of a wild pig spiced with eel tongue, he has his own bag of cheese-flavored popcorn and a can of Orange Crush, though he had asked for a beer.

Better still, he's blessed by the company of the Spelkenfelter sisters, Castoria and Polluxia. He finds the details of their lives to be unlike anything he knows from films or books.

They were born and raised in a bucolic town in Indiana, which Polly calls "a long yawn of bricks and boards." According to Cass, the most exciting pastimes the area offers are watching cows graze, watching chickens peck, and watching hogs sleep, although Curtis can perceive no entertainment value in two of these three activities.

Their father, Sidney Spelkenfelter, is a professor of Greek and Roman history at a private college, and his wife, Imogene, teaches art history. Sidney and Imogene are kind

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harsh Fresno sun. When Mother found out, she whipped my brother from one corner of the backyard to the other while I watched from the bedroom window. I adjusted my smoke-tinted glasses and sipped from my Tupperware cup of Kool-Aid. That night in our bunk beds, my brother promised to get me back. I laughed at my brother, but in the dark of poor vision I was scared. The next day I returned to the playground to finish my toilet-roll pencil holder and start on a planter. From the garbage I had pulled a Campbell's soup can, splashed it with peat moss, and painted it red. I glued on bottle caps I had dug out with a spoon from a gas station Coke machine: one row of Coca-Cola caps, then a row of Orange Crush, and finally one of Dr Pepper. When I finished with this detail, I packed dirt into the can, poked in two pinto beans, and watered them carefully so the bottle caps wouldn't get wet and fall off.

I was pleased with my planter. When Mother came home that afternoon from candling eggs for Safeway, I took her by the hand to the backyard to show her. "Very pretty," she said, her face unmoved. I showed my baby brother whom I had to boost into my arms. My sister seemed mildly inter-

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The Green Island

wiping blood from his face with his glove and looked surprised, disbelieving, *his* blood?—like he'd never seen it before.

Between the rounds Mr. Stevick bought Coke and orange crush for them and beer for himself—all the relatives were drinking beer, even the women—and wiped Enid's face and asked was she okay but forgot her at once, wiping his own face which was gleaming with sweat. He'd taken off his coat, undone his shirt collar. The air in the Armory was hot and close smelling of spilled beer, French fries, smoke—an oily smell too like lotion. "What did I tell you, Lyle!" one of the Pauleys shouted over. Mr. Stevick grinned and made a sign with his thumb and forefinger, shouting back, "What did I tell you!"

Most of the relatives had made bets on the fight but Mr. Stevick was close-mouthed, whether *he* had or not.

When the new round began Felix rushed his opponent at once. Gave him no rest and no chance to clinch or slow the fight down—you could see the man was tired now, breathing through his mouth. But Felix was hot, Felix looked as if he'd just begun, could fight all night, nerved up and exuberant and posturing for the crowd at whom he never looked. There was an exchange of blows—lightning-quick—then a powerful left uppercut of Felix's in a tight short arc and suddenly Watkins was back against the ropes as if trying to grab hold, awkwardly, clumsily, on his way down but he couldn't fall, unable to protect himself against the punches raining upon him, head, midriff, ribs, jaw, until at last Felix on his toes balanced just right struck him a left hook, lifting his chin from beneath, shaking free a rainbow of moisture, a flying skein of blood—and the man slipped free of the ropes, his knees gave way beneath him, and he was down, down on his face, the kind of fall that meant it was all over and the referee began his count methodical and final but Watkins wasn't going to get up—the fight was over and Felix Stevick was already dancing about the ring raising his gloves in triumph. And now the Armory did go wild.

Amid the din a bell was ringing signaling the end—like the bell on the altar during mass, Enid was thinking. You feel it go through you.

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It was the ideal place on sad red Sundays... We drove, with Ma and Nin, in the old '34 Plymouth, over the Moody Street Bridge, over the rocks of eternity, and down Merri-mac Street, in parlous solitudes of the Sabbath, past the church St. Jean Baptiste, which on Sunday afternoons seems to swell in size, past City Hall, to Kearney Square, Sunday standers, remnants of the little girl gangs who went to shows in new ribbons and pink coats and are now enjoying the last red hours of the show-day in the center of the city redbrick Solitudes, by the Paige Clock showing Bleak Time,—to the snaky scrolls and *beansprouts* of the Chinese dark interior rich heartbreaking family booth in the restaurant, where I always felt so humble and contrite... the nice smiling Chinese men would really serve us that food of the smell so savory hung in the linoleum carpet hall downstairs.

2

THE VERY SKELETAL of the tale's beginning— The Paquins lived across on Sarah in a Golden Brown House, a 2-story tenement but with fat owf-porches (*piazzas*, *galleries*) and purty gingerbread eaves and *Screens* on the porches making a dark Within... for long fly-less afternoons with Orange Crush... Paquin brothers were Beef and Robert, Big Beef of the ass-waddling down the street, Robert was

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

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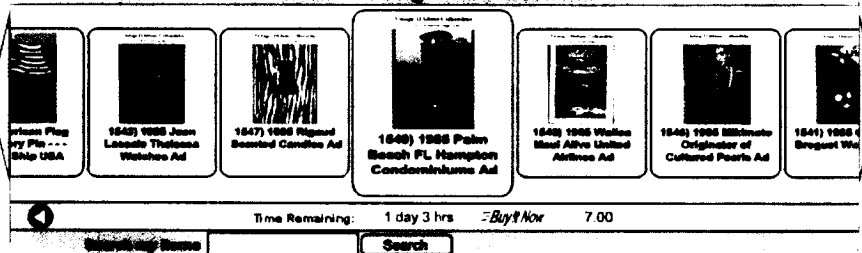
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• All Ads are Originals no Reprints or Copies

Condition - Very Good - There could be small flaws but none of which would take away from the ad itself. I only use a scanner due to the clarity being better than a digital camera. But larger ads do not fit but the portion that is missing is in the same condition as the rest of the ad pictured. Full Page ads are untrimmed. We will leave the trimming to you.

The perfect Way to have a little bit of History.

We Sell all types of Vintage Ads and Photos.

These are Vintage Photos and Ads not reprints. We have numerous categories to choose from and are adding all the time :

Places - People -Animals - Cars - Military - Architecture - Holidays

We also sell all types of Vintage Photos Cabinet - Tin Types - CDV - Snapshots

We will gladly Matte any snapshots or pictures for \$3

We also will do Ads for \$10.

(Matting is included on any Item that states so in the description) (Black Only available at this time)

Please make sure to check out our EBAY STORE for more great Ads, Photos and Postcards

PPING ON 5 or More ADS purchased in 48 hours!!!!



Items must be paid for with 10 days of purchase.

Please feel free to let me know if there are problems in meeting this term.

Please do not bid if you do not intend on buying.



Payment Options

Paypal Preferred

Money Orders and Cashiers Checks

SHIPPING TERMS

Shipping for Ads Stiff Mailer -

1 Ad item - \$3.50

Up to 10 Ads Still only \$3.50.

Bubble mailer for 1 Photo - \$2.00

Up to 10 Photos - \$3.00

Over 10 items will require a quote

Add insurance for \$1.30

I do ship internationally but they will require a quote please email me in advance.

We do work very hard at making sure your item is packaged carefully and fully protected. So we do not feel our shipping is expensive.



FAVORITES

AUCTIONS

EMAIL

Thank You for Your Interest!

Template Design by Creative Consulting ©2005-2006


Powered by  Turbo Lister

On Feb-11-07 at 18:39:37 PST, seller added the following information:

FREE

Use the FREE Counters 1 million sellers do - Andale!



DPSU 001524



1970 Ad Dads Rootbeer Fastest Straw Gun
Holster

Buy It Now US \$6.00
Time left 8h 14m



1964 Ad Pepsi Cola Those think young Brunette
at Beach

Buy It Now US \$6.00
Time left 18h 10m



2005 Ad Coca Cola Coke Make it Real Latest
Trend

Buy It Now US \$4.00
Time left 18h 20m



1948 Ad 7 UP Soda Fresh Up Family Drink you
like it

Buy It Now US \$6.00
Time left 18h 20m

[Visit seller's Store](#)

Shipping and handling

Ships to
United States

Country: United States

Shipping and Handling To

US \$3.50 United States

Service

US Postal Service First Class Mail®

Insurance

None

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

PayPal



Seller Preferred

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods
accepted

Accepted

Not Available

[Learn about payment methods](#)

Take action on this item

[Help](#)

Item title: 1945 Vintage Ad Orange Crush Soda Happy Occasions

Buy It Now

Buy It Now price: US \$4.00

Buy It Now >

You will confirm in the next step.

[Learn about Buy It Now](#)

Other options

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Seller assumes all responsibility for listing this item.

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[Half.com](#) | [Tickets](#) | [Kiwi](#) | [PayPal](#) | [ProStores](#) | [Apartments for Rent](#) | [Shopping.com](#) | [Skype](#)

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DPS0 001525



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Categories ▾ Motors Stores

eBay Security & Resolution Center

[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Soda](#) > [Orange Crush](#)**1946 VINTAGE ORANGE CRUSH AD-BROWN BOTTLE**

Item number: 120280786538

Buyer or seller of this item? [Sign in](#) for your status[Watch this item](#) in My eBay

Buy It Now price:

US \$3.99[Buy It Now >](#)

Shipping costs:

US \$2.99 (discount available)
US Postal Service First Class Mail®
Service to [United States](#)

Ships to:

United States

Item location:

East Holden, Maine, United States

You can also:

[Watch This Item](#)Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)**Meet the seller**Seller: [maineacsailing](#) (3429 ★)Feedback: **100 % Positive**

Member: since Oct-15-03 in United States

[See detailed feedback](#)[Ask seller a question](#)[Add to Favorite Sellers](#)View seller's other items: [Store](#) | [List](#)

Visit seller's Store:

: [maineacsailing](#)**Buy safely****1. Check the seller's reputation**

Score: 3429 | 100% Positive

[See detailed feedback](#)**2. Check how you're protected****PayPal** Up to \$2,000 in buyer protection. [See eligibility](#)[View larger picture](#)Listing and payment details: [Show](#)**Description****1946 VINTAGE ORANGE CRUSH AD-BROWN BOTTLE****VINTAGE ADVERTISING-**

ORANGE CRUSH

TITLE: BOY! DO I GO FOR "CRUSH"

VINTAGE: 1946

**THE FAMOUS BROWN
BOTTLE IDENTIFIES**

ORAN

BOTTLE

CONDITION-VERY NICE

SIZE: 5 X 6 1/2"

DESCRIPTION: A115 - 1

NICE

ORANGE

AD 100

RI

PER

7

100

20

100

100

100

100

100

100

MAKE A NICE GIFT AS
WELL!

I GUARANTEE WHAT I
SELL-CUSTOMER
SATISFACTION IS #1.

ALL ITEMS SENT FIRST
CLASS, TRIPLE-SEALED
IN SCOTCH BUBBLE
ENVELOPES AND WELL
PROTECTED

BID WITH CONFIDENCE
WITH OVER 3200
POSITIVE FEEDBACKS

ALL ITEMS SENT WITHIN
2-3 DAYS OF PAYMENT

PLEASE EMAIL IF ANY
CONCERNS OF
QUESTIONS?

By GarageSale
Var. 0106087



Adirondack Cards

Ebay: maineacsailing

ROBERT FRASER
Postcards
Sports Cards
Old Paper

P.O. Box 644
Holden, ME 04429
207 843 1558
luceme56@hotmail.com



THANK YOU FOR YOUR BUSINESS--PLEASE SEND PAYMENT TO ROBERT FRASER P.O. BOX 644 HOLDEN, MAINE--ALL ITEMS SENT FIRST CLASS--TRIPLE SEALED--ENTRY \$1 ONLY FOR MULTIPLE ITEMS--LET ME KNOW IF YOU ARE BIDDING ON OTHER ITEMS AND I WILL COMBINE. EXTRA \$1 FOR CANADA AND \$2 FOR MOST OVERSEAS SHIPMENT DUE TO ADDITIONAL COST (SORRY) YOUR BUSINESS IS APPRECIATED--PLEASE EMAIL IF ANY CONCERNS--WISH YOU WELL!

Select a picture



NICE OLD 7 POSTCARDS-ERIE PENN-4 MILE CREEK

0 bids
Time left
US \$3.99
6d 8h 4m



VINTAGE PHOTO-CHARLES LINDBERGH/LOUIS BIEROT JUNE 1927

Buy It Now
US \$5.99



1924 MOVIE MUSIC-"BLONDIE" MARION DAVIES-MARIANNE

Buy It Now
or Best Offer
US \$5.99



EARLY PHOTO POSTCARD-ST JOHN NB CANADA-KING SQUARE

Buy It Now
US \$3.99

[Visit seller's Store](#)

Shipping and handling

\$1.00 shipping for each additional eligible item you buy from maineacsailing!

Ships to

United States

Country: United States

Shipping and Handling

US \$2.99

To

United States

Service

US Postal Service First Class Mail®

Insurance

None

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DPSU 001531

Return policy

Return policy not specified.

Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

PayPal



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods accepted

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

THANK YOU FOR YOUR BUSINESS--PLEASE SEND PAYMENT TO ROBERT FRASER PO BOX 644 HOLDEN, MAINE--ALL ITEMS SENT FIRST CLASS-TRIPLE SEALED--EXTRA \$1 ONLY FOR MULTIPLE ITEMS--LET ME KNOW IF YOU ARE BIDDING ON OTHER ITEMS AND I WILL COMBINE. EXTRA \$1 FOR CANADA AND \$2 FOR MOST OVERSEAS SHIPMENT DUE TO ADDITIONAL COST (SORRY). YOUR BUSINESS IS APPRECIATED--PLEASE EMAIL IF ANY CONCERNS--WISH YOU WELL!

Take action on this item

[Help](#)

Item title: **1946 VINTAGE ORANGE CRUSH AD-BROWN BOTTLE**

Buy It Now

Buy It Now price: **US \$3.99**

Buy It Now >

You will confirm in the next step.

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Other options

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12:12:24 PM 10/7/2008

DPSU 001532

- Musicians In Ads
 - Sports Stars In Ads
 - TV Stars In Ads
- See all categories

CRUSH
Fruit Flavored Beverage

118

WILLER... (text continues)

TRY
LIFEBODY SHAVING CREAM
WITH SHAVE-AWAY LATHER

"Me for CRUSH"

Look for Orange-
Crush
FRUIT FLAVORED DRINK

THE DRIVE TO BETTER WHEN THE LATHER STAYS WETTER

Yes, the better the lather, the better the shave. A good shaving lather drives out dirt and hair, leaving skin and face. What you want is a rich, creamy lather. **WETTER**... (text continues)

TRY
LIFEBODY SHAVING CREAM
WITH SHAVE-AWAY LATHER

"Me for CRUSH"

Look for Orange-
Crush
FRUIT FLAVORED DRINK



Powered by eBay Turbo Lister

The free listing tool. List your items fast and easy and manage your active items.

Save on shipping This seller offers shipping discounts on combined purchases.



1948 More Bounce Per Ounce in Swift's Peanut Butter Ad

Buy It Now

US \$3.99



Ca 1900 Lovely Morning Glories in Quaker Oats Cereal Ad

Buy It Now

US \$3.99



1960 Yummy Hamburger in Hunt's Tomato Catsup Ad

Buy It Now

US \$3.99



1938 Truly Hawaiian - Dole Pineapple Juice 1/2Pg Ad

Buy It Now

US \$3.99

Visit seller's Store

Shipping and handling

Save on shipping. This seller offers shipping discounts on combined purchases.

Ships to
Worldwide

Country: United States

Zip or postal code:

Update

Shipping and Handling

US \$2.52

To

United States

Service

US Postal Service First Class Mail®

Insurance

None

Domestic handling time

DPSU 001535

Will usually ship within 3 business days of receiving cleared payment.

Return policy

Item must be returned within:	7 Days
Refund will be given as:	Money Back
Return shipping will be paid by:	Buyer
Return policy details:	No Questions Asked - 100% refund guarantee.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

PayPal



Seller Preferred

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

[Learn about payment methods](#)

Take action on this item

[Help](#)

Item title: **Very Nice Pair of 1/4 Page 1947 Orange Crush Soda Ads**

Buy It Now

Buy It Now price: **US \$3.99**

Buy It Now >

You will confirm in the next step.

[Learn about Buy It Now](#)

Other options

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12:09:19 PM 10/7/2008

DPSU 001536



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[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Soda](#) > [Merchandise & Memorabilia](#) > [Bottles](#)**1959 " ORANGE CRUSH SODA " MAGAZINE AD**

Item number: 360048611621

Buyer or seller of this item? [Sign in](#) for your status[Watch this item](#) in My eBay

Buy It Now price

US \$2.25[Buy It Now >](#)

Shipping costs:

US \$2.50Standard Flat Rate Shipping Service
Service to [United States](#)
([more services](#))

Ships to:

Worldwide

Item location

Bangor, Maine, United States

You can also:

[Watch This Item](#)Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)[View larger picture](#)Listing and payment details: [Show](#)**Description****Item Specifics**

Material:

MAGAZINE AD

You are bidding on a magazine ad out of a old magazine ... "It is about 10.5" wide x 14" long. My scanner could not scan the full ad. It will come to you in a plastic sleeve with cardboard backing for protection. S&H will be 2.50 in the U.S.A. and Canada. Any other people from other countrys must contact me for price of shipping. The ads are in good condition and ready to frame..... Thanks for looking..Time... Check out my other items!... I DO COMBINE SHIPPING..... 1 PAGE ADVERTISEMENT.....

I SHIP ON FRIDAYS OR SATURDAYS OF EACH WEEK

On Nov-23-05 at 14:16:38 PST, seller added the following information:

Check out these other items that I have on eBay right now!

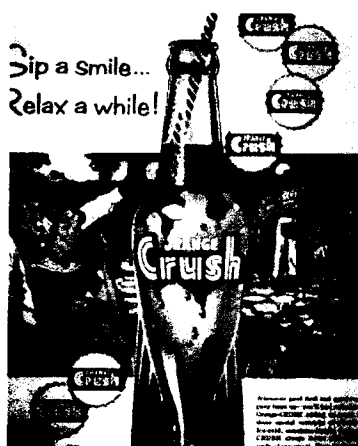
1957 BELL TELEPHONE SYSTEM "MAGAZINE AD"	1963 "FALL MALL CIGARETTES" MAGAZINE AD	1963 "BELL TELEPHONE SYSTEM" MAGAZINE	1939 BAW "EXCITING 1937 STUDEBAKER"	1957 "GILBEY'S GIN" MAGAZINE AD	1937 "GOLDEN WEDDING WHISKEY" MAGAZINE AD	1937 "AMC RADIA CONDITT"

Time Remaining: 4 hrs 31 mins Buy Now 2.25

Search my items Search Click here to browse all my eBay items!

FREE
auctiva

Present your best items with Auctiva's FREE Showcase.



DPSU 001539



1957 " GILBEY'S GIN " MAGAZINE AD

[Buy It Now](#)

US \$2.25



1937 " GOLDEN WEDDING WHISKEY " MAGAZINE AD

[Buy It Now](#)

US \$2.25



1939 B&W " EXCITING 1937 STUDEBAKER " MAGAZINE AD

[Buy It Now](#)

US \$2.25



1937 "AMERICAN RADIATOR CONDITIONING SYSTEMS "MAG AD

[Buy It Now](#)

US \$2.25

[Visit seller's Store](#)

Shipping and handling

Ships to
Worldwide

Country: United States

Shipping and Handling

US \$2.50

To

United States

Service

Standard Flat Rate Shipping Service

Insurance

US \$1.30 Optional

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

PayPal



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods accepted

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

The First item sold in the United States And Canada 2.50. All items shipped outside the United States shipping air mail will be 5.50 for the first ad. Any ads bought in the order after the first one is 1.00 extra for each one. Thank you

Take action on this item

[Help](#)

Item title: 1959 " ORANGE CRUSH SODA " MAGAZINE AD

Buy It Now

[Buy It Now](#) price:

US \$2.25


[Buy It Now >](#)

You will confirm in the next step.

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DPSU 001540

Other options

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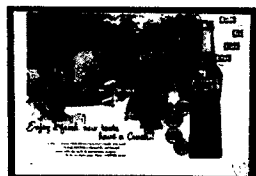
Site Map

Categories ▾ Motors Stores

eBay Security & Resolution Center

[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Soda](#) > [Orange Crush](#)**1960 Orange Crush Soft Drink Garden Party ad**

Item number: 360000155126

Buyer or seller of this item? [Sign in](#) for your status[Watch this item](#) in My eBay

Buy It Now price

US \$9.99[Buy It Now >](#)

Shipping costs:

US \$3.00US Postal Service First Class Mail®
Service to [United States](#)

Ships to:

Worldwide

Item location:

Niles, Michigan, United States

You can also:

[Watch This Item](#)[Get SMS](#) or [IM alerts](#) | [Email to a friend](#)[View larger picture](#)Listing and payment details: [Show](#)**Description** (revised)

Item Specifics - Item Condition

Condition:

Visit my eBay Store: [Ad Angels Store](#)[Movies](#) | [Sports - Football](#) | [Seasons - Summer](#) | [Seasons - Fall](#) | [Holidays - Halloween](#)[Add to Favorite Stores](#)[Store home](#)[Animals](#)[Art](#)[Articles](#)[Auto - Buick](#)[Auto - Cadillac](#)[Auto - Chevrolet](#)[Auto - Chrysler](#)[Auto - Dodge](#)[Auto - Ford](#)[Auto - Jeep, Willys](#)[Auto - Oldsmobile](#)[Auto - Other American](#)[Auto - Other Foreign](#)[Auto - Plymouth](#)[Auto - Pontiac](#)[Auto - Volkswagen](#)[Auto Related](#)[Babies](#)[Beer - Budweiser](#)[Beer - Hamm's](#)[Beer - Miller](#)[Beer - Other](#)[Beer - Pabst Blue Ribbon](#)[Beer - Schlitz](#)[Boats, Ships,](#)[Submarines](#)[Boys](#)[Bus, Taxi](#)[Business & Industry](#)[Candy, Chocolate, Gum](#)[Cartoons](#)[See all categories](#)**1960 Orange Crush.** Enjoy a fresh new taste have a Crush! Approx. 10.25" x 6.75", original print ad in excellent condition, ready for matting and framing.**Original Ad - We never sell reproductions.**\$3.00 postage and handling within continental USA, we offer combined shipping for multiple purchases. Payment in US funds only. Personal checks delay shipment until cleared. Please send a money order or use PayPal for faster shipment. Sign up for [PayPal](#), the fast, easy, and secure way to pay online.

Payment is due within 10 days of sale date.

Fast Shipping!

For similar items, items with similar themes, or simply to find a unique item, please visit Ad Angels Store. Be sure to add me to your [favorites list](#)!

THANKS FOR LOOKING





1966 Squirt Citrus Drink Southwest
Sunset Cactus ad

0 bids **US \$9.99**
[Buy It Now](#) **US \$24.99**
 Time left: 7h 13m

[Visit seller's Store](#)



1959 Seven 7 Up Soft Drink Dog Tiger
Date ad

[Buy It Now](#) **US \$7.99**



1942 Coca Cola Coke Laura Lee
Burroughs Flowers ad

[Buy It Now](#) **US \$9.99**



1964 Pepsi Cola Couple Tulip Park
Sunny Outing ad

[Buy It Now](#) **US \$9.99**

Shipping and handling

Ships to
Worldwide

Country: United States ▼

Shipping and Handling

US \$3.00

To

United States

Service

US Postal Service First Class Mail®
First Class Mail® is a registered trademark of the United States Postal Service.

Insurance

None

Return policy

Return policy not specified.
 Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

PayPal



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

Seller's payment instructions

\$3.00 postage and handling within continental USA. Payment in US funds only. Personal checks delay shipment until cleared. Please send a money order or use Paypal for faster shipment. Payment is due within 10 days of sale date. THANKS FOR LOOKING!

Take action on this item

[Help](#)

Item title: 1960 Orange Crush Soft Drink Garden Party ad

Buy It Now

[Buy It Now](#) price: **US \$9.99**

[Buy It Now >](#) You will confirm in the next step.

[Learn about Buy It Now](#)

Other options

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Seller assumes all responsibility for listing this item.

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1:53:05 PM 10/7/2008

DPSU 001545



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[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Merchandise & Memorabilia](#) > [Advertising-Print](#) > [1960-69](#)**1961 ad Orange Crush soda pop - Cocker Spaniel puppies**

Item number: 160209300924

Buyer or seller of this item? [Sign in](#) for your status[Watch this item in My eBay](#)

Buy It Now price

US \$7.99

[Buy It Now >](#)

Shipping costs:

US \$3.08 (discount available)

US Postal Service First Class Mail®
Service to [United States](#)

Ships to:

Worldwide

Item location:

the Ozarks, United States

You can also

[Watch This Item](#)Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)[View larger picture](#)Listing and payment details: [Show](#)**Description****Item Specifics**Product Type: **Advertisement**
Brand: **Orange Crush**Food & Restaurant Type: **Soda Pop**
Material: **Paper**

Veritas104

Visit my eBay Store: [g Veritas104](#)[Celebrity & famous People Ads](#) | [Food ads](#) | [Clothing shoes underwear ads](#) | [Laundry cleaning ads](#) | [Health & Beauty items ads](#)

Search my eBay Store:

[Search](#)**I SON MAGAZINE ADS**

Wonderful vintage magazine advertisement for Orange Crush soft drink soda. Ad features their "Playmate Orange Crush Sweepstakes". 50 First prizes were Golden Cocker Spaniel Puppies and Vets' Dog Food - 200 second prizes were Monopoly games - 250 third prizes were Tony Bennett record albums.

This is an original magazine ad from 1961. Ad measures approx. 5 1/4" x 10 7/8" (including the margins). Paper has yellowed.

[CLICK HERE](#) to view ALL our other VINTAGE advertising!

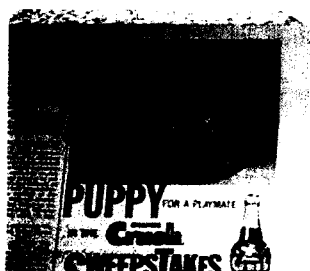
Additional ads purchased can be combined for shipping at NO extra s/h. We will hold ads approx. 7 - 10 days for you to complete bids on our current auctions & be able to combine all your ads for shipping.

Please e-mail us with any questions.

U.S. BUYERS to pay \$3.00 s/h (for ALL ads shipped together) + insurance (optional). Personal checks may have a 10 day wait before mailing and payment must be made within 14 days of our payment invoice unless bidding on our other auctions.

INTERNATIONAL shipping (actual shipping cost + \$2.00) to be determined by country - **PLEASE WAIT** FOR YOUR SHIPPING COST FROM US before making your payment - it is **DIFFERENT** for each country. Please use Paypal. We **CANNOT** accept INTERNATIONAL MONEY ORDERS or CHECKS!!!

bk81



DPSU 001547



Save on shipping. Use seller offers shipping discounts on combined purchases.



1977 ad Towle Silversmith Jewelry TIGER - 1
Page AD

[Buy It Now](#) US \$11.99



1969 Sears Panty Girdle Bra pink lingerie SEXY
Girl AD

[Buy It Now](#) US \$11.99



'45 Engleaire Range AD-Scotty dog Albert Dorn's
Artwork

[Buy It Now](#) US \$10.99



1982 Love's Baby Soft fragrance - Girl Horse 1
PAGE AD

[Buy It Now](#) US \$10.99

[Visit seller's Store](#)

Shipping and handling

Free shipping for each additional eligible item you buy from ventas104!

Ships to
Worldwide

Country: United States ▼

Shipping and Handling	To
US \$3.00	United States

Service
US Postal Service First Class Mail®

Insurance
US \$1.65 Optional

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods accepted

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

Please pay for all your purchases in one combined payment. We will be happy to send you a combined invoice - just let us know when you are done purchasing ads. INTERNATIONAL buyers - please WAIT for an invoice & use PAYPAL. Thanks!

Take action on this item

Item title: 1961 ad Orange Crush soda pop - Cocker Spaniel puppies

[Help](#)

DPSU 001548

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Buy It Now price: **US \$7.99**

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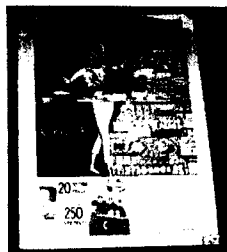
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Categories Motors Stores

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[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Merchandise & Memorabilia](#) > [Advertising-Print](#) > [1960-69](#)**1962 ad Orange Crush soda pop -CUTE magic lady magician**

Item number: 150164287420

Buyer or seller of this item? [Sign in](#) for your status[Watch this item in My eBay](#)

Buy It Now price

US \$7.99[Buy It Now >](#)

Shipping costs

US \$3.00 (discount available)US Postal Service First Class Mail®
Service to [United States](#)

Ships to:

Worldwide

Item location:

the Ozarks, United States

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Item Specifics

Product Type: **Ads**Food & Restaurant Type: **Soda Pop**

Veritas104

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Search my eBay Store:

[Search](#)Wonderful vintage magazine advertisement for Orange Crush soft drink soda. Ad features their "Hostess Magic Idea" Contest.

This is an original magazine ad from 1962. Ad measures approx. 8 3/8" x 11" (including the margins). Lightly yellowed, top right corner creased, some wear along the top margin edge.

[CLICK HERE](#) to view ALL our other VINTAGE advertising!

Additional ads purchased can be combined for shipping at NO extra s/h. We will hold ads approx. 7 - 10 days for you to complete bids on our current auctions & be able to combine all your ads for shipping.

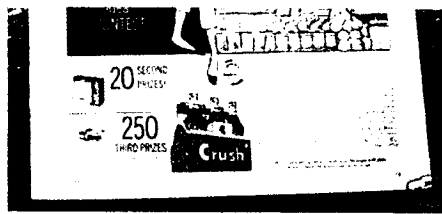
Please e-mail us with any questions.

U.S. BUYERS to pay \$3.00 s/h (for ALL ads shipped together) + insurance (optional). Personal checks may have a 10 day wait before mailing and payment must be made within 14 days of our payment invoice unless bidding on our other auctions.**INTERNATIONAL shipping** (actual shipping cost + \$2.00) to be determined by country - **PLEASE WAIT** FOR YOUR SHIPPING COST FROM US before making your payment - it is **DIFFERENT** for each country. Please use Paypal. We **CANNOT** accept INTERNATIONAL MONEY ORDERS or CHECKS!!!

GT5



DPSU 001551



Save on shipping - Buy multiple items to ship together and save on combined purchase.



1976 Maxwell House Coffee Maxine VIVIAN
VANCE 1 page A2

[Buy It Now](#) US \$12.99



1969 ad Martinson Coffee blend lady man -
Advertisement

[Buy It Now](#) US \$10.99



1973 ad SHASTA soda pop Diet RED Apple -
Advertisement

[Buy It Now](#) US \$10.99



1978 ad Folger's Coffee Folgers - 1 page
advertisement

[Buy It Now](#) US \$10.99

[Visit seller's Store](#)

Shipping and handling

Free shipping for each additional eligible item you buy from veritas104!

Ships to
Worldwide

Country: United States ▼

Shipping and Handling To
US \$3.00 United States

Service
US Postal Service First Class Mail®

Insurance
US \$1.65 Optional

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

PayPal



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods
accepted

Accepted

Not Available

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Seller's payment instructions

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Item title: 1962 ad Orange Crush soda pop -CUTE magic lady magician

[Buy It Now](#)

DPSU 001552

Buy It Now price:

US \$7.99

Buy It Now >

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eBay Security & Resolution Center

[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Soda](#) > [Orange Crush](#)**1978 AD-CRUSH SODA POP-ORANGE, GRAPE, STRAWBERRY & KIDS**

Item number: 110146536694

Buyer or seller of this item? [Sign in](#) for your status[Watch this item](#) in My eBay

Buy It Now price:

US \$7.99[Buy It Now >](#)

Shipping costs:

US \$2.50US Postal Service First Class Mail®
Service to [United States](#)
([more services](#))

Ships to:

United States, Europe, Asia, Canada, Australia, Mexico

Item location:

Sterling Heights, Michigan, United States

You can also:

[Watch This Item](#)[Get SMS](#) or [IM alerts](#) | [Email to a friend](#)[View larger picture](#)Listing and payment details: [Show](#)**Meet the seller**Seller: [johnseller](#) (12182) ☆ [Power](#)Feedback: **99.8 % Positive**

Member: since Jun-12-98 in United States

[See detailed feedback](#)[Ask seller a question](#)[Add to Favorite Sellers](#)View seller's other items: [Store](#) | [List](#)

Visit seller's Store:

[johnseller Paper Collectibles](#)**Buy safely****1. Check the seller's reputation**

Score: 12182 | 99.8% Positive

[See detailed feedback](#)**2. Check how you're protected****PayPal** Up to \$2,000 in buyer protection. [See eligibility](#)

Returns: Seller accepts returns.

14 Days Money Back

Description (revised)

Item Specifics - Item Condition

Condition:

johnseller Paper CollectiblesVisit my eBay Store: [johnseller Paper Collectibles](#)[Postcards](#) | [Vintage Ads](#) | [AUDIO-VIDEO-TV-RADIO ADS](#) | [Other](#)SALE [Items On Sale](#)[Add to Favorite Stores](#) | [Sign up for Store newsletter](#)**Store Search**☐ in titles & descriptions[Search](#)**Store Categories**[Store home](#)[Postcards](#)[Vintage Ads](#)[AUDIO-VIDEO-TV-RADIO](#)[ADS](#)[Other Items](#)[Check out my other items!](#)

- Original 1978 MAGAZINE AD for CRUSH SODA POP .
- In very good condition, measuring approximately 5.5" x 7.5" and is ready for framing.
- Comes in a protective plastic covering with a backing board to protect from bending.
- I Accept Paypal, Money order or Check.
- Shipping is \$2.50 in the USA and \$3.00 to Canada for any amount of ads purchased and International Shipping is \$5.00 for any amount of ads purchased.
- All items are securely packaged to insure that they arrive in great condition.
- PLEASE NOTE THAT THIS AUCTION IS FOR AN ORIGINAL MAGAZINE ADVERTISEMENT
- Note, I Will Ship This Item International, only if Payment is Made through Paypal.

A0473BL Be sure to add me to your [Favorites list!](#)

Powered by eBay Turbo Lister

**SOME VERY IMPORTANT PEOPLE DRINK CRUSH.
THE TASTE THAT'S ALL ITS OWN.**When you're thirsty for something different, let us
be the experts, refresh yourself with the outstanding taste
of CRUSH.Orange CRUSH, Grape CRUSH, Strawberry
CRUSH - each is smooth, fresh and lightly carbonated.
And each has a taste that's all its own.

PSU 001555



Find more items from the same seller. Bid or Buy Now!



1964 AD-PEPSI-COLA-COUP LE DRINK COLD BOTTLES

[Buy It Now](#)

US \$5.99



1952 AD-CANADA DRY GINGER ALE-LETS HAVE A PICNIC

[Buy It Now](#)

US \$5.99



1953 AD-PEPSI-COLA-COUP LE DRINK PEPSI AT PARTY

[Buy It Now](#)

US \$4.50



1953 AD-NESBITTS ORANGE SODA POP-6 PACK OF BOTTLES

[Buy It Now](#)

US \$9.99

[Visit seller's Store](#)

Shipping and handling

Ships to

United States, Europe, Asia, Canada, Australia, Mexico

Country: United States

Shipping and Handling

US \$2.50

To

United States

Service

US Postal Service First Class Mail®

Insurance

None

Return policy

Item must be returned within: 14 Days

Refund will be given as: Money Back

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

DPSU 001556

PayPal



Seller Preferred

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

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Seller's payment instructions

If you would like to add more items to this order there will be NO added shipping charges, for as many items as you would like, including my eBay store items. I prefer payment through paypal but will also gladly accept checks or money orders. Please note name & address below. Paypal is the only form of payment accepted for international orders Thanks for your purchase!!! John Schiiller, 5555 18-1/2 Mile Road, Sterling Heights, MI, 48314-3103

Take action on this item

[Help](#)

Item title: **1978 AD--CRUSH SODA POP--ORANGE, GRAPE, STRAWBERRY & KIDS**

Buy It Now

Buy It Now price: **US \$7.99**

Buy It Now >

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DPSU 001557

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX166

[MENU & NUTRITION](#)

[WHY JUICE?](#)

[FIND A CRUSH](#)

[WORK WITH US](#)

[TALK TO US](#)

**NEW FOR
AUTUMN**



Try our
new tasty
autumn
menu in
stores now!



CLICK HERE
TO TELL US
WHAT YOU THINK

Our innovative healthier
sandwiches are hand
made by our kitchen team
Fresh every day

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MENU & NUTRITION

WHY JUICES?

FIND A CRUSSH

WORK WITH US

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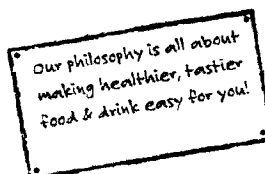
Quite simply, we are a refreshingly different, amazingly passionate and (well, we like to think) the country's BEST juice, smoothie and healthier eating company!

Pop into one of our juice bars and you'll see us whizzing up the best made-to-order fruit smoothies in the country, freshly pressing all our juices right in front of you and serving up some of the tastiest sandwiches, "super-food" salads, sushi and delicious soups you can find

anywhere.

From the beginning, way back in our first store in Cornhill in 1998, we have always strongly believed in avoiding additives, preservatives, GM foods, added salt and sugar and in using the best natural and organic ingredients whenever possible.

Our philosophy is simple – we're about making healthier, tastier food & drink easier for you!



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[MENU & NUTRITION](#)[WHY JUICE?](#)[FIND A CRUSH](#)[WORK WITH US](#)[TALK TO US](#)**Crush****Menu Groups:**Healthpots **Nutritional Options:**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We're always striving for a healthier alternative. We use Somerset brie and Edam cheese in our toppings as they have less fat than normal brie and cheddar.

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MENU & NUTRITION

WHY JUICE?

FIND A CRUSSH

WORK WITH US TALK TO US



Nothing tastes better than freshly squeezed juice - especially when it's juiced right in front of you. We offer great choices of solo and combo juices, all packed with the nutrients that only 100% pure fresh fruit provides. No heat treatment, no preservatives, no additives, no added sugar and no sell-by dates - only pure, pressed fruit - now that's fresh!



M\$2.50 L\$3.00 F\$3.50

Made from 100% organic apples



Made from 100% organic apples

Made from 100% organic carrots



Made from 100% organic carrots

Freshly squeezed to order



M\$2.80 L\$3.85 F\$4.50

~ Apple, melon, cranberry

The crisp thirst quencher



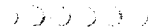
~ Apple, carrot, ginger

The classic boost



~ kiwi, apple, pear, lime, cucumber, spinach, celery

The ultimate detox



~ Orange, strawberry, peach, banana

Delicious fruit love potion



~ Apple, carrot, celery, ginger, red fruit

Hungover or in need of a pick-me-up?



~ Carrot, spinach, beetroot, cucumber

Not for the fainthearted! Try it with a booster for the ultimate health drink



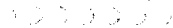
~ Apple, pineapple, ginger, coconut milk

Ideal snack substitute



~ Apple, carrot, pineapple, orange

A great start to the day



We have to juice at least 10 carrots to make each medium freshly juiced Crussh carrot juice!





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12:07:55 PM 10/16/2008

MENU & NUTRITION

WHY JUICE?

FIND A CRUSH

WORK WITH US

TALK TO US



Our smoothies are made only from fruit, fruit, more fruit, low fat frozen yoghurt (or dairy free sorbet) and a little bit of 100% juice. Each and every Crush smoothie is made to order, when you order, so that it tastes great and you always get the maximum goodness.



ME2.B0 LE3.85 PE4.95

~ Banana, honey, skimmed milk and low fat frozen yoghurt



~ Blueberries, banana, apple juice and low fat frozen yoghurt

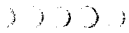


~ Raspberries, blueberries, banana, apple juice and low fat frozen

yoghurt



~ Mango, banana, orange juice and low fat frozen yoghurt



~ Peach, banana, orange juice and low fat frozen yoghurt



~ Pineapple, banana, pineapple juice and low fat frozen yoghurt



~ Strawberry, banana, orange juice and low fat frozen yoghurt



Packed full of vitamins & minerals, a Strawberry Cool smoothie contains 70% of your RDA of vitamin C.

[Click Here](#) if you would like to be kept up to date with the latest from Crush

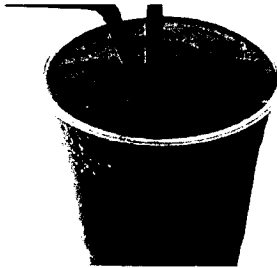
MENU & NUTRITION

WHY JUICE?

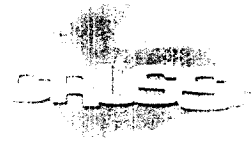
FIND A CRUSH

WORK WITH US

TALK TO US



Want to know what makes them so 'super'? These smoothies are blended with a super-duper 'booster' of anything from flu-fighting Echinacea to brain-boosting Ginkgo. Mightily good for you, these added extras aren't found in your average smoothie (and are far faster than eating your greens).



M\$3.00 L\$4.00 P\$5.20

~ A blend of cranberries, acai, acerola cherries and 98% fat-free probiotic yoghurt. Includes an aloe vera booster

)))

~ Pineapple, mango, peach, banana, coconut milk, orange juice with bliss blend booster

))))

~ Apple, cranberries, banana, apple juice, low fat frozen yoghurt with brainstorm booster

))))

~ Acai, paw paw, banana, apple juice, low fat frozen yoghurt with guarana booster

))))

~ Banana, honey, muesli, skimmed milk with wheatgerm booster

)

~ Cherries, banana, apple juice, low fat frozen yoghurt with energy explosion booster

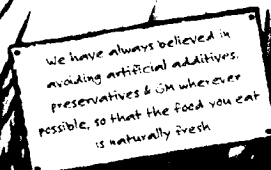
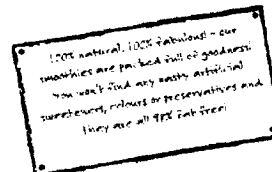
))))

~ Strawberries, raspberries, blueberries, cranberries, banana, apple juice, low fat frozen yoghurt with fat burner booster

))))

~ Mango, blueberries, banana, orange, low fat frozen yoghurt juice with good morning booster

))))



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MENU & NUTRITION

WHY JUICE?

FIND A CRUSH

WORK WITH US

TALK TO US



Add a "booster" to any juice or smoothie for an extra shot of goodness! Our specially formulated boosters are made up of combinations of natural supplements of vitamins, minerals and herbs.

CRUSH

Purifies blood, neutralizes toxins, improves digestion and helps purify the liver.



£1.50

Good for digestion, anti-viral and anti-bacterial properties, assists immune system and healing wounds.



£0.50

Helps correct digestive problems, increases energy, stamina and endurance.



£0.50

Helps stimulate overall activity of the cells responsible for the fighting of all kinds of infections including colds, flu, and coughs.



£0.50

Reduces stress, boosts energy levels and helps the body resist environmental toxins.



£0.50

Quickens perceptions, delays sleep and works wonders on hangovers.



£0.50

More beta carotene than carrots and more protein than soya beans



£0.50

Helps fight bacteria and viruses in particular the common cold and flu. Stimulates immune system



£0.50

Good for the function of heart and lungs, strengthening and repairing muscles.



£0.50

~ Contains calming & endorphin activating vitamins & amino acids.

Specially designed to help soothe & relax the body and improve mood.



£0.50

~ Contains 100% natural brain boosting herbs & amino acids including Ginkgo Biloba extract



£0.50

~ Contains purifying herbs & vitamins including Milk Thistle & Ginger extract

Helps cleanse & protect the body from

£0.50

~ Contains energy enhancing herbs & vitamins including Siberian & Korean Ginseng & Vitamin B

boosts energy levels, concentration and motivation.



£0.50

a 1oz shot of wheatgrass contains the equivalent nutrients to one and a half pounds of vegetables!

~ Contains natural supplements to help metabolise fats and
convert them in to energy including Guarana, Green Tea & Inositol.
The perfect assistant for dieters & active individuals




£0.50

~ Contains vitamins & minerals from A-Z including
B-complex, Zinc, Magnesium, Folic Acid & Vitamin E.
Easy way to supplement your body's nutritional needs for vitamins and minerals.



£0.50



The flax seed in our
organic seed yoghurts is
the richest vegetarian
source of omega 3

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MENU & NUTRITION

WHY JUICE?

FIND A CRUSH

WORK WITH US

TALK TO US



Just like our freshly squeezed juice, the same care goes into serving you the perfect cup of Crush coffee. We have developed our own in-house blend of traditional Italian style coffee that's smooth, strong and full of flavour. Those in the know, come to Crush for their morning coffee!

Extra shot espresso or large size drink add 50p. Soya milk available on request.



Our organic teas are proving more and more popular - look out for our new herbal and fruit tea infusions that will be on the menu soon.



£1.75



£1.75



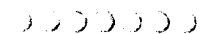
£1.00



£1.75



£1.75



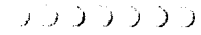
£1.20



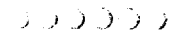
£1.20



£1.50



£1.50



£1.50



£1.50



£1.50

We use organic milk and choose our coffee beans from those grown on sustainably farmed estates to help put a little back into the environment for every cup we serve.

Our philosophy is all about making healthier, tastier food & drink easy for you!

[Click Here](#) if you would like to be kept up to date with the latest from Crush

MENU & NUTRITION

WHY JUICE?

FIND A CRUSH

WORK WITH US

TALK TO US

regular/diet



take-out \$0.85, eat-in \$1.00

lemonade, cranberry



take-out \$1.00, eat-in \$1.18

Purify your body! Still spring water flavoured with pure green tea and fresh lemon juice to cleanse your body, and with added milk thistle and zinc to help reduce stress, aid liver health and maintain body tissue.



take-out \$1.60, eat-in \$1.88

Restore your body! Still spring water flavoured with pomegranate juice, and with the added mineral power of potassium and magnesium to re-hydrate, energise and maintain nerve and muscle function.



take-out \$1.60, eat-in \$1.88

Revive your body! Still spring water flavoured with summery elderflower presse and natural fruit extracts. Energising ginseng and vitamin B complex can help boost your immune and nervous system, and maintain healthy skin and muscle tone.



take-out \$1.60, eat-in \$1.88

still/sparkling



take-out \$0.85, eat-in \$1.00

We use organic ingredients wherever possible and avoid artificial additives, preservatives & GMO's

Our low fat vanilla & chocolate dessert is made with soy milk, dairy free and an excellent guilt free pudding to satisfy your sweet tooth.

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MENU & NUTRITION

WHY JUICE?

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For the healthiest tastiest breakfast in town, the much loved Crush organic porridge is made with organic Soya milk and comes with 2 free toppings so is perfect for a quick pit stop on the way in to the office. Have it with a smoothie & you'll be powering through to lunchtime!



~ Soya milk, organic oats, cinnamon

Made with organic soya milk, organic oats and cinnamon served with two complimentary toppings.



M&I .85 L&2.25 (including 2 toppings)

~ A cool blend of organic natural yoghurt with organic oats served with

berry compote.

Oats are a rich source of B vitamins, fibre, protein, iron and zinc. They're low in fat and have zero cholesterol. Best of all you can still enjoy them in the summer with our natural yoghurt blend.



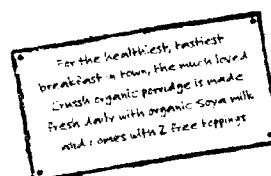
M&I .85 L&2.25 (including 2 toppings)

~ Soya milk, organic oats

Made with organic soya milk and organic oats served with two complimentary toppings.



M&I .85 L&2.25 (including 2 toppings)



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MENU & NUTRITION

WHY JUICE?

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We have a great selection of yummy breakfast options from organic omega-3 yoghurts to the all time favourite Berry Breakfast muesli pot ~ it's the perfect way to start your day.



take-out \$1.35, eat-in \$1.59



take-out \$1.35, eat-in \$1.59



take-out \$1.35, eat-in \$1.59

~ Crush natural muesli, organic yoghurt & berry compote



take-out \$1.50, eat-in \$1.76

Freshly baked croissant



take-out \$1.00, eat-in \$1.18

yoghurt with fruit compote



take-out \$1.25, eat-in \$1.47

~ Crush bio live low fat greek style

organic sunflower seeds & organic milled flax seed



take-out \$1.25, eat-in \$1.47

~ Organic natural yoghurt with organic sultanas,

cranberries, organic pumpkin seeds & organic milled flax seed



take-out \$1.25, eat-in \$1.47

~ Organic natural yoghurt with organic



take-out \$1.20, eat-in \$1.41



take-out \$1.20, eat-in \$1.41

~ Regular size fresh seasonal fruit

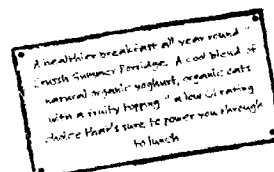


take-out \$1.75, eat-in \$2.06

~ Super size fresh seasonal fruit



take-out \$2.60, eat-in \$3.06



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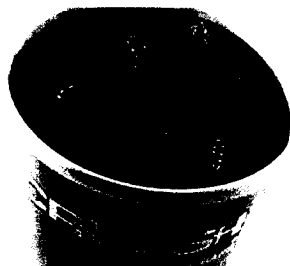
MENU & NUTRITION

WHY JUICES?

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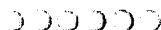
TALK TO US



At Crush we have developed London's biggest & best soup range! With a different selection of Classic, Organic, Gourmet or Chili Stew choices every day - all our soups are fresh, wholesome and use 100% natural seasonal ingredients with many low fat & low calorie options for a healthy, hearty lunch. All our soups vary by store on a daily basis, contact your nearest store for an updated weekly soup list.



Med \$3.00 Lrg \$3.70



Packed with organic wholesome goodness, a smoky chicken and bacon soup.



An infusion of far East spices and vegetables. Ours is low in fat and filled with tomatoes, cabbage and beef.



The classic we grew up with - bet you didn't know Leeks are high in Vitamins A, C and K though!



The taste of Morocco, rich in aroma and flavor. Red lentils, long grain rice and chickpeas.



A lovely, Indian inspired organic soup



A chunky tomato soup full of sweet roasted tomato and thyme.



A vibrant blend of spiced tomato's, carrots and onions with a creamy coconut base.



A full tomato flavor with a hint chill kick



A rich Italian masterpiece of vegetables, thyme, oregano and mini pasta!



Take a walk on the wild side - creamy and with the distinct taste of wild mushrooms!

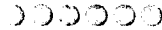


CRUSH SOUP

Med \$2.60 Lrg \$3.20



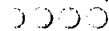
Loads of fantastic flavours and lentils to keep your taste buds working hard.



A little bit of Italian heritage in a cup. Full of flavor and low in fat.



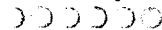
A Crush summer favorite – the tomatoes stay on the vine for longer to make sure they reach their full flavor potential.



The classic we grew up with – bet you didn't know Leeks are high in Vitamins A, C and K though!



Herbed root vegetables and chunky brown lentils.



A little bit of Italian heritage in a cup with pasta added in to keep your tummy filled up till home time!



A thick mix of diced vegetables and red lentils.



Coconut, spices and lentils. This one is a real tasty treat.



This one includes lots of green vegetables which are packed with calcium and iron.



Med £3.00 Lrg £3.70

A hearty beef and vegetable soup



When it comes to food the French know how to enjoy themselves! Free range chicken with a garlic and olive edge! An uncomplicated stew of hearty flavours to fill you up and keep you going.



Free-Range Thai Chicken & Sweet Potato

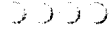
A delicious and velvety smooth Asian style soup



Free range Toulouse sausage with puy lentils, garlic, herbs and Pepper.



Thick and chunky, a rich and filling soup from the valleys!



Essentially a stew, it's a comforting meal. As with the tradition of Goulash ours has pepper and paprika and beef!



Vegetables from the sunnier parts of the world:- Aubergine, carrot, mixed pepper, cougette & black olives.



Add an exotic flair to your lunch with chick peas, cous cous and African spices.



Med £3.60 Lrg £4.20

A hearty beef and chilli classic packed full of tasty vegetables

This is a Cruss Original. Our chicken chilli stew started out as a seasonal soup. But you missed it so much we had to bring it back, according to you it's a soup for all seasons



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MENU & NUTRITION

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Crush salads are a super healthy option for lunch on the go. Choose from classic Tuna Nicoise, innovative "7-a-day" or exotic Crayfish & Yuzu... each are served with separate dressing pots so you can decide how to dress!



~ Cucumber, tomato, red onion, mixed leaves, Greek style cheese, sun dried tomatoes, beetroot, kalamata, chopped mint, baby corn & sesame seed. Includes tahini & hummus dressing



take-out \$4.95, eat-in \$5.82

~ Free range chicken, cherry tomatoes, home-style croutons & parmesan on a bed of cos lettuce leaves (contains seeds)



take-out \$4.95, eat-in \$5.82

~ Dolphin friendly tuna, new potatoes, free range egg, cherry tomatoes, trench beans, kalamata style olives, capers & red onion on a bed of mixed leaves



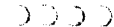
take-out \$4.95, eat-in \$5.82

~ Yellow shi noodles, cucumber, chicken, bean sprouts & pickled vegetables (Chinese leaf, red cabbage, carrot, cucumber, radish, chilies). Incl peanut satay dressing



take-out \$4.95, eat-in \$5.82

~ Mixed leaves, roast tofu, broccoli, carrot, edamame, garden peas, cucumber, mango, beetroot strips, baby corn & mixed seeds. Incl wasabi dressing



take-out \$4.95, eat-in \$5.82

~ Crayfish, mint, basil, red peppers & bean sprouts on a bed of shi noodles with sweet chili dressing

take-out \$3.65, eat-in \$4.29

~ Greek style cheese, cherry tomatoes, cucumber, red onion & kalamata style olives on a bed of mixed leaves



take-out \$3.65, eat-in \$4.29

~ Wheat free buckwheat pasta, roasted vegetables, olives, rocket, vegetarian cheese & sundried pesto dressing. May contain olive stones



take-out \$4.00, eat-in \$4.70

~ Organic spiced brown basmati rice, chicken, pomegranate seeds, cucumber, red onion & coriander. Includes organic yoghurt & mint dressing

take-out \$2.75, eat-in \$3.23

~ Smoked mackerel, free range egg, baby spinach, organic barley, roasted sweet potato, garden peas, soya beans, sultanas & organic sunflower seeds



take-out \$2.75, eat-in \$3.23

N/A

~ Caesar dressing (Chicken Caesar)

N/A

~ Green pesto dressing (Feta Pasta Salad)

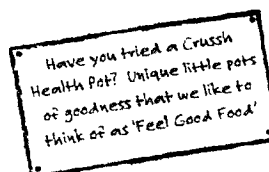
N/A

~ Honey Mustard dressing (7-a-day)

Salad)

N/A

~ Red Pesto dressing (Mushroom Pasta Salad)



~ Dressing for the Falafel Feta Beet

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0

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~ Zesty dressing (Tuna Nicoise)

N/A

Our low fat vanilla & chocolate
dessert is made with soya so is
dairy free and an excellent guilt
free pudding to satisfy your
sweet tooth

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MENU & NUTRITION

WHY JUICE?

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Unique to Crush these yummy little pots of goodness ~ It's genuine feel good food. Try the Puy Lentil & Feta or "Superfoods" health pot ~ great for a snack or combine two for a healthy filling lunch.



~ Beetroot, chickpeas, fresh coriander, white wine vinegar, olive oil, vegetable oil, salt, pepper.



take-out \$1.95, eat-in \$2.29

~ Sweetcorn, mixed beans, celery, parsley, green pesto & seasoning in a caesar sauce



take-out \$1.95, eat-in \$2.29

~ Goats cheese, roasted sweet potato, crunchy broccoli, garden peas, soya beans & organic sunflower seeds



take-out \$2.10, eat-in \$2.47

~ Fresh seasonal vegetables with a choice of dips: hoummus or spicy avocado



take-out \$1.45, eat-in \$1.70

~ Puy lentil, greek feta cheese, red peppers, cucumber, fresh mint, fresh parsley, seasoning & lemon pepper dressing



take-out \$1.95, eat-in \$2.29

~ Quinoa, chickpeas, cashews, organic pumpkin seeds, sunflower seeds, sesame oil, tofu, beetroot sprouts, peas & spring onion



take-out \$1.95, eat-in \$2.29

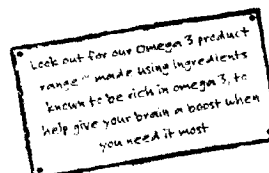
~ Dolphin friendly tuna, chickpeas, kidney beans, sweetcorn, red onion, fresh parsley, balsamic vinegar & olive oil



take-out \$2.10, eat-in \$2.47

~ Chicken, barley, roasted peppers, sun-dried tomato pesto, red onion, parmesan & seasoning

take-out \$2.10, eat-in \$2.47



Our innovative healthier sandwiches are hand made by our kitchen team fresh every day

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MENU & NUTRITION

WHY JUICE?

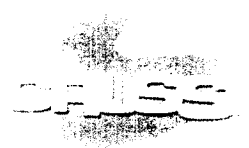
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We've worked super hard to provide you with a selection of your favourite lunches in a healthier Crusth style. Our sandwiches are made fresh every morning using bespoke sandwich bread has $\frac{1}{2}$ the fat and 25% less salt than normal malted wheat grain, so even our sandwiches are that little bit healthier. We know you expect nothing less.



~ Chicken breast, mixed leaves & reduced fat mayo on reduced fat, reduced salt malted wheat grain bread
take-out \$2.15, eat-in \$2.53

~ Free range eggs & fresh mustard cress on reduced fat, reduced salt malted wheat grain bread
take-out \$1.40, eat-in \$1.65

~ 1000 seed brown bread, free-range honey baked ham, watercrest salad & whole grain mustard and mayo dressing
take-out \$2.95, eat-in \$3.47

~ Mature cheddar cheese, old fars chutney & mixed leaves on reduced fat, reduced salt malted wheat grain bread
take-out \$1.75, eat-in \$2.06

~ Smoked ham, tomatoes, emmental cheese & mixed leaves on reduced fat, reduced salt malted wheat grain bread
take-out \$2.80, eat-in \$3.29

~ Dolphin friendly tuna & cucumber with a twist of lemon on reduced fat, reduced salt malted wheat grain bread
take-out \$1.95, eat-in \$2.29

~ Oak smoked salmon, reduced fat cream cheese, lemon juice & black pepper on poppy seed bagel
take-out \$2.90, eat-in \$3.41

~ Avocado, baby spinach, crunchy peppers, beansprouts, hummus & sun dried tomatoes on organic wheat free bread
We use a special blend of rye flour, barley, maize, rice and millet to make our wheat free bread
take-out \$2.85, eat-in \$3.35

~ Artichoke puree, sun-dried tomato & wild rocket on organic wheat free bread
We use a special blend of rye flour, barley, maize, rice and millet to make our wheat free bread
take-out \$2.85, eat-in \$3.35

~ Hummus & falafel with cucumber, tomato & iceberg lettuce in tortilla wrap
take-out \$3.00, eat-in \$3.53

~ Chicken breast, sweet cured bacon, cos lettuce & Caesar sauce in tortilla wrap
take-out \$3.00, eat-in \$3.53

~ Dolphin friendly tuna, sweetcorn, lemon juice, reduced fat mayonnaise, lettuce, alfalfa sprouts & cucumber in tortilla wrap
take-out \$2.60, eat-in \$3.06

Our bread has $\frac{1}{2}$ the fat and 25% less salt than normal malted wheat grain, so even our sandwiches are that little bit healthier

MENU & NUTRITION

WHY JUICE?

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Looking for something hot to trot? Unique to CrussH we make all our tasty toasties using low fat ciabatta style bread. Why not go for the "Skinny" Ham & Edam made using Edam cheese as this has 1/3 less fat than normal cheddar.



~ Spicy pepper cheese, jalapeño peppers & baby spinach
on low fat ciabatta style bread

take-out \$2.85, eat-in \$3.35

~ Edam (1/3 less fat than normal cheddar) & shaved smoked ham
on low fat ciabatta style bread

take-out \$2.60, eat-in \$3.06

~ Mild cheddar on low fat ciabatta style bread

take-out \$2.20, eat-in \$2.59

~ Dolphin friendly tuna, emmental cheese & red onion on low fat ciabatta
style bread

take-out \$2.60, eat-in \$3.06

CrussH toasties are
made using bespoke low
fat ciabatta style
bread

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MENU & NUTRITION

WHY JUICE?

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You may have noticed we like to do things differently, so creating a unique Crush sushi was naturally the way forward. Using the healthier food of choice from Japan, we developed Crush Sushi Wraps - perfect for a healthier lunch on the go.



~ Rice, Salmon, Avocado, Cucumber, Carrot, Chive, Black/White Sesame & Nori Seaweed. Salad - Rocket, Iceberg, Red Chard, Carrot, Wakame Seaweed, Edamame Soy Beans, Rice Noodles, Pumpkin Seeds & White Sesame.



Take-out \$4.50 Eat-in \$5.29

~ Rice, Inari Tofu, Egg, Carrot, Avo, Wakame Seaweed, Cucumber, Red Pepper, Iceberg Lettuce, Spring Onion, Chives, Nori Seaweed, Mayonnaise, White/Black Sesame, Soy Sauce & Wasabi. Salad - Rocket, Iceberg Lettuce, Carrot, Red Chard, Mooli radish, Wakame Seaweed, Edamame, Rice Noodles, Pumpkin Seeds, White Sesame



Take-out \$4.50 Eat-in \$5.29

~ Rice, Udon Noodle, Salmon, Mixed Lettuce, Rocket, Red Chard, Carrot, Wakame Seaweed, Edamame Soy Bean, Mayonnaise, Tempura Flour, Spring Onion, Pumpkin Seed, Yakitori Sauce, Vinegar, Sugar, Sunflower oil, Sesame Oil, Soy Sauce, White Sesame Seed, Black Sesame Seed, Salt Dressing: Vinegar, Soy Sauce, Sunflower Oil, Sugar



Take-out \$4.50 Eat-in \$5.29

Sushi Wrap with Sesame and Peanut Dressing



Take-out \$3.50 Eat-in \$4.11

Dressing



Take-out \$3.50 Eat-in \$4.11

Mushroom Sushi Wrap with Classic Soy & Vinegar Dressing

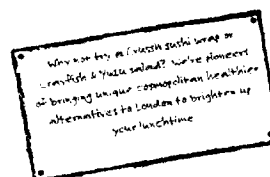


Take-out \$3.50 Eat-in \$4.11

~ Chicken Salad

~ Salmon Salad Sushi Wrap with Miso

~ Shitake



Crush toasties are made using bespoke low fat ciabatta style bread

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MENU & NUTRITION

WHY JUICE?

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At Crush we believe life is all about balance. So enjoy an organic cookie with your smoothie or gluten free choc mocha cake with your juice... we won't tell!



○
take-out £2.00, eat-in £2.35

○○
take-out £1.25, eat-in £1.47

○○
take-out £1.85, eat-in £2.17

○○
take-out £1.20, eat-in £1.41

~ Blackcurrant/raspberry

○○
take-out £1.10, eat-in £1.29

○○○
take-out £0.95, eat-in £1.12

take-out £1.00, eat-in £1.18

○○○○
take-out £1.35, eat-in £1.59

○○
take-out £0.50, eat-in £0.58

○
take-out £1.10, eat-in £1.29

○○○
take-out £1.10, eat-in £1.29

○○○
take-out £1.10, eat-in £1.29

○○○
take-out £1.10, eat-in £1.29

~ Organically produced - dark chocolate (sugar, cocoa mass, cocoa butter, soya lecithin), fresh eggs, almonds, non-hydrogenated vegetable margarine (sunflower oil, palm oil, coconut oil, water, carrot juice, emulsifier, soya lecithin, lemon juice, natural flavouring), natural cane sugar and ground coffee.

○○
take-out £2.00, eat-in £2.35

~ Organically produced - almonds, natural cane sugar, fresh eggs, rice flour, icing sugar and cinnamon.

○○
take-out £2.00, eat-in £2.35

take-out £1.00, eat-in £1.18

The flax seed in our organic seed yoghurts is the richest vegetarian source of omega 3



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DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX167



United States Patent and Trademark Office

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or snack or bar or cafe)[gs] and (1a)[cb] not (beer)[gs]docs: 102
occ: 581

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	78066544	2748693	AUNTIE ANNE'S CRE AMO CLASSIC CONES	TARR	LIVE
2	78060095	2613558	AUNTIE ANNE'S CRE AMO	TARR	LIVE
3	78437076	3091245	TRIM ADVANTAGE	TARR	LIVE
4	78136959	2799292	ORANGE JULIUS	TARR	LIVE
5	78020803	2561895	KERBER'S	TARR	LIVE
6	77526293		LOWES FOODS	TARR	LIVE
7	76278108	2597732	HABIBI CAFE	TARR	LIVE
8	76292848	2753911	ITO EN	TARR	LIVE
9	76312943	2682741	ALL YOU HAVE TO DO IS EAT	TARR	LIVE
10	76694674		LIFEHOPE	TARR	LIVE
11	76694651		LIFE & WELLNESS	TARR	LIVE
12	76180301	2552280		TARR	LIVE
13	76027758	2606543	CHA FOR TEA	TARR	LIVE
14	76196333	2594063	F & B	TARR	LIVE
15	76977636	3032729	.SEN	TARR	LIVE
16	76291437	2805384	GUDTFOOD	TARR	LIVE
17	76261718	3075029	ABBAY ROAD	TARR	LIVE
18	76247794	2664383	TACOTIME	TARR	LIVE
19	76038884	2560070	EASY LIFE	TARR	LIVE
20	76018520	2886820	LIFE SHOULD TASTE AS GOOD AS SWISS CHALET	TARR	LIVE
21	76016182	2608008	THE BLEND COFFEE & SMOOTHIE COMPANY	TARR	LIVE
22	76002631	2847739	SAINT'S ALP	TARR	LIVE
23	75892833	2636172	K T H	TARR	LIVE
24	75983511	2920992	CAMPERO	TARR	LIVE
25	75982491	2967359	CAMPERO	TARR	LIVE
26	75632698	2298348	B-BOP'S	TARR	LIVE
27	75607619	2384834	HONEY DEW DONUTS	TARR	LIVE
28	75873685	2593504		TARR	LIVE

29	75505540	2389112	BV BURGerville	TARR	LIVE
30	75777398	2364537		TARR	LIVE
31	75632855	2314516	B-BOP'S	TARR	LIVE
32	75584556	2323591	GRANDMA'S OF YORKTOWN A FAMILY TRADITION RESTAURANT & PIE SHOPS	TARR	LIVE
33	75566330	2315972	USA	TARR	LIVE
34	75524249	2337490	BRAUM'S	TARR	LIVE
35	75524225	2337489	B	TARR	LIVE
36	75522819	2382230	HONEY DEW DONUTS	TARR	LIVE
37	75505623	2432588	BV BURGerville	TARR	LIVE
38	75501233	2247805	59TH & LEX	TARR	LIVE
39	75421889	2228297	WHAT EVERY BODY NEEDS	TARR	LIVE
40	75425025	2221669	TASTEE-FREEZ	TARR	LIVE
41	75294796	2155007		TARR	LIVE
42	75033247	2036826	SMOOTHIE KING	TARR	LIVE
43	75067384	2172182	D & W	TARR	LIVE
44	75181290	2103370	TROPICAL SMOOTHIE	TARR	LIVE
45	75485435	2284953	GARIBALDI'S	TARR	LIVE
46	75468887	2230800	COFFEE CARTEL	TARR	LIVE
47	75461941	2525437		TARR	LIVE
48	75430652	2296838	DRINK CITY	TARR	LIVE
49	75419136	2213046	ROBEKS JUICE	TARR	LIVE
50	75304627	2322136	JUICE GUYS	TARR	LIVE
51	74431389	1972103	SUNRIDER	TARR	LIVE
52	74431390	1972104	SUNRIDER	TARR	LIVE
53	74143094	2079469		TARR	LIVE
54	74280325	1808813		TARR	LIVE
55	74726552	2209377		TARR	LIVE
56	74003384	2090283	SPACE CENTER HOUSTON	TARR	LIVE
57	74726672	2149641	WILD BY NATURE MARKET	TARR	LIVE
58	74169950	1774336	HARDEE'S	TARR	LIVE
59	74648961	2026371	THE HONEYBAKED HAM COMPANY EST. 1957 AUTHENTIC SPIRAL SLICED	TARR	LIVE
60	74641390	1976188	WELLSPRING	TARR	LIVE
61	74629080	2003970	THE 1ST CHOICE FOR FRIED CHICKEN	TARR	LIVE
62	74599706	2046359	HAMBURGUESAS DE ENTRADA-Y-SALIDA	TARR	LIVE
63	74599705	2048138	ENTRADA-Y-SALIDA	TARR	LIVE
64	74484347	1873946	FOSTERS FREEZE	TARR	LIVE
65	74397104	1840792	SMOOTHIE KING	TARR	LIVE
66	74378222	1867391	QUALITY GUARANTEED SCHNUCKS	TARR	LIVE
67	74374168	1966071		TARR	LIVE
68	74310400	1834201	ORANGE JULIUS	TARR	LIVE
69	74278603	1790595	CASTLE DRINK DUDE	TARR	LIVE
70	74220132	1735977	DOMINICK'S	TARR	LIVE
71	74135476	1709644	PRODUCTS IN HARMONY WITH NATURE AND GOOD HEALTH	TARR	LIVE
72	74088709	1741494	SWISS CHALET	TARR	LIVE
73	73658983	1597947		TARR	LIVE
74	73738306	1525982	IN-N-OUT	TARR	LIVE
75	73738305	1522799	IN-N-OUT	TARR	LIVE

76	73173093	1120124		TARR	LIVE
77	73123034	1084144	MISTER DONUT	TARR	LIVE
78	73123032	1084143	MISTER DONUT	TARR	LIVE
79	73724433	1528456	IN-N-OUT BURGER	TARR	LIVE
80	73724432	1539451	IN-N-OUT BURGER	TARR	LIVE
81	73724431	1528455	IN-N-OUT BURGER	TARR	LIVE
82	73724430	1516560	IN-N-OUT BURGER	TARR	LIVE
83	73728796	1563551		TARR	LIVE
84	73501272	1445762	DON	TARR	LIVE
85	73409571	1342640	SMI	TARR	LIVE
86	73396088	1636571	FOODTOWN	TARR	LIVE
87	73391873	1267585	FOLLOW YOUR HEART	TARR	LIVE
88	73273120	1212600	PENSUPREME	TARR	LIVE
89	73219662	1185003	BOJANGLES'	TARR	LIVE
90	73219654	1271956	BOJANGLES' FAMOUS CHICKEN'N BISCUITS	TARR	LIVE
91	73190352	1154987		TARR	LIVE
92	73159592	1176388	SWISS CHALET BAR-B-Q	TARR	LIVE
93	73133629	1138990		TARR	LIVE
94	73087768	1081230	ARBY'S	TARR	LIVE
95	73078801	1062354	FRIENDLY ICE CREAM	TARR	LIVE
96	73061201	1062852	FRIENDLY	TARR	LIVE
97	73051531	1074146	GOLDEN SKILLET	TARR	LIVE
98	72413798	0961016	HAVE IT YOUR WAY	TARR	LIVE
99	72442465	1011928	W WHATABURGER	TARR	LIVE
100	72442464	1011927	WHATABURGER	TARR	LIVE

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Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX168



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occ: 653

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	78543901	3100296	BANANAS	TARR	LIVE
2	78717871		BOYDS	TARR	LIVE
3	78945764		COCINA MAYA	TARR	LIVE
4	78862690	3478171	EL FAMOUS BURRITO	TARR	LIVE
5	78979953	3433399	TOMAYDÓ TOMAHHDÓ	TARR	LIVE
6	78862765	3446819		TARR	LIVE
7	78771243			TARR	LIVE
8	78804547	3327216		TARR	LIVE
9	78804517	3327214	AUNTIE ANNE'S	TARR	LIVE
10	78804441	3327212	AUNTIE ANNE'S PRETZEL PERFECT	TARR	LIVE
11	78980037	3428843	THE SMOOTHIE PIT	TARR	LIVE
12	78745901	3422867	BOOSTER JUICE	TARR	LIVE
13	78647536	3386348	RED ROBIN AMERICA'S GOURMET BURGERS & SPIRITS	TARR	LIVE
14	78774857	3243072	BERIYO	TARR	LIVE
15	78731251	3257813	ÁNIMO JUICE	TARR	LIVE
16	78711186	3231465	MY DRINK MY STYLE	TARR	LIVE
17	78643201	3357255		TARR	LIVE
18	78628351	3274286	MAUI WOWI	TARR	LIVE
19	78613191	3167645	SOUTHAMPTON PUBLICK HOUSE	TARR	LIVE
20	78613184	3167644	SOUTHAMPTON PUBLICK HOUSE N Y	TARR	LIVE
21	78583321	3060428	WILD OATS	TARR	LIVE
22	78570722	3191182	"WE SQUEEZE YOU ENJOY"	TARR	LIVE
23	78570620	3230950	YOVANA	TARR	LIVE
24	78551349	3155097	HARPOON	TARR	LIVE
25	78543754	3269294	HUI LAU SHAN HEALTHY DESSERT	TARR	LIVE
26	78423563	2930985	LIQUID PLANET	TARR	LIVE
27	78422949	2929039	LIQUID PLANET	TARR	LIVE
28	78448723	3437592	PRONGHORN	TARR	LIVE

29	78448711	3437591	PRONGHORN	TARR	LIVE
30	78259101	2881580	COOL DADDY'S DAIQUIRIS	TARR	LIVE
31	78448144	3410318	JAVA JOHNNY'S MIDTOWNE CAFE	TARR	LIVE
32	78477137	3013320	SUBWAY	TARR	LIVE
33	78421883	3139964	BERRY BOX	TARR	LIVE
34	78400548	3150464	MAUI WOWI	TARR	LIVE
35	78400544	3150463	MAUI WOWI	TARR	LIVE
36	78259105	2893312		TARR	LIVE
37	78155885	2766831	A & W	TARR	LIVE
38	78109138	2693444	CAKE-O	TARR	LIVE
39	77280818	3620114	NUVIBE	TARR	LIVE
40	77726940		RALPH'S FAMOUS ITALIAN ICES	TARR	LIVE
41	77602289			TARR	LIVE
42	77526293		LOWES FOODS	TARR	LIVE
43	77280791	3616824	NUVIBE JUICE & JAVA	TARR	LIVE
44	77084773	3338387	B 31 R	TARR	LIVE
45	77028214	3612863	YESH	TARR	LIVE
46	77584448		APOTHEKE	TARR	LIVE
47	77621738		SANT AMBROEUS	TARR	LIVE
48	77662258		RAVI KABOB HOUSE	TARR	LIVE
49	77412363		BRIOCHE DOREE	TARR	LIVE
50	77130935	3576853	ST-MARC CAFÉ FRESH BAKED PASTRY ORGANIC COFFEE	TARR	LIVE
51	77092419	3425256	T SALON EST. 1992	TARR	LIVE
52	77412239	3467784	LIBORIO MARKETS EST. 1966	TARR	LIVE
53	77409060	3467783	LIBORIO MARKETS	TARR	LIVE
54	77309013	3563170	DRUNKEN DM MONKEY	TARR	LIVE
55	77174485		MOXIE JAVA	TARR	LIVE
56	77374512	3559961		TARR	LIVE
57	77130811	3558199	CHOCO CRO COFFEE FRESH BAKED PASTRY ST-MARC CAFÉ	TARR	LIVE
58	77335302		THE SMOOTHIE PIT GETTIN' FRESH GETTIN' SMOOTH	TARR	LIVE
59	77307964		DRUNKEN MONKEY	TARR	LIVE
60	77393335	3523663	DOÑA AZUCENA	TARR	LIVE
61	77308747		DRUNKEN MONKEY	TARR	LIVE
62	77283994	3461027		TARR	LIVE
63	77058650	3485577	IN RING	TARR	LIVE
64	77535496		TOP LEAF YERBA MATE'	TARR	LIVE
65	77190837	3465644	AMERICA'S DOG	TARR	LIVE
66	77252526	3460864		TARR	LIVE
67	77171623	3456589	JAVA JOHNNY'S	TARR	LIVE
68	77194540	3441967	MIXSTIRS FOR ACTIVE LIFESTYLES ON THE GO!	TARR	LIVE
69	77190126		EAT. DRINK. BE HEALTHY. FROOTS	TARR	LIVE
70	77217469	3381532	NOBU	TARR	LIVE
71	77138113	3351418	MAUI WOWI HAWAIIAN COFFEES & SMOOTHIES	TARR	LIVE
72	77090468	3296944	INTA JUICE	TARR	LIVE
73	77084810	3338390	B 31 R BASKIN ROBBINS	TARR	LIVE
74	77073608	3346957	B 31 R BASKIN ROBBINS	TARR	LIVE
75	77073571	3346955	B 31 R	TARR	LIVE

76	76680094	3619700		TARR	LIVE
77	76585651	3124036	BOBALOCA	TARR	LIVE
78	76585650	3009247	FRESH DROPS BOBALOCA	TARR	LIVE
79	76680092	3589482	INDIAN WELLS	TARR	LIVE
80	76207174	2671187	KOHR BROS	TARR	LIVE
81	76694674		LIFEHOPE	TARR	LIVE
82	76694651		LIFE & WELLNESS	TARR	LIVE
83	76351654	2716503	WINCHELL'S	TARR	LIVE
84	76531858	3499446	S	TARR	LIVE
85	76660206	3296074		TARR	LIVE
86	76649352	3223659	DOG N SHAKE	TARR	LIVE
87	76649351	3223658	DOG N SHAKE	TARR	LIVE
88	76594788	3134672	THE CITY BAKERY	TARR	LIVE
89	76462816	2861019	O CO CO	TARR	LIVE
90	76400295	2795754	AHIMOORE	TARR	LIVE
91	76388739	2774712	BHAN KANOM THAI	TARR	LIVE
92	76358595	2946397	+ . -	TARR	LIVE
93	76357039	3042146	WILLOW STREAM	TARR	LIVE
94	76344214	3107162	RICH'S	TARR	LIVE
95	76339849	2952215	PRET A MANGER	TARR	LIVE
96	76324598	3352769	PRET	TARR	LIVE
97	76266480	2748147	DUNKIN' DONUTS	TARR	LIVE
98	76266479	2751009	DUNKIN' DONUTS	TARR	LIVE
99	76266478	2751008	DUNKIN' DONUTS	TARR	LIVE
100	76266476	2751007	DUNKIN' DONUTS	TARR	LIVE

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